



Village of Hatley
Comprehensive Plan
2018



Village of Hatley, Marathon County

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Chapter One

Background & Demographics

The Village of Hatley Comprehensive Plan 2017 update documents existing conditions in the village as well as issues and concerns on a number of topics including future development, land use, transportation, housing, and economic development. Additionally this plan presents policies and actions to address those concerns and take future action. The 2017 update of this plan was guided by a Comprehensive Plan Steering Committee that consisted of five citizen members of the Village Plan Commission and two members of the Village Board. Public Input was sought at all stages of the planning process through public meetings and hosting the documents on the North Central Wisconsin Regional Planning Commission (NCWRPC) website. This plan is intended to guide village decision-makers on a variety of issues over the next twenty years.

BACKGROUND

The Village of Hatley is located in eastern Marathon County along the STH 29 corridor. This can be seen in **Map 1: Location Map**. The village is comprised of 0.97 square miles. At 26.3 percent, woodlands are the largest land use in Hatley, followed closely by residential land use which makes up 24.7 percent of total land area, thereby serving as a Marathon County bedroom community. The most dominate water feature is the Plover River which flows southwest through the village.

The village adopted its first comprehensive plan in 2005 as part of a county-wide

planning effort. The village manages its own zoning code but does not practice extra-territorial zoning. The village manages water and sanitary sewer utilities. It relies on the Marathon County Sherriff's Office for police protection and 911 dispatch services and is a part of the Hatley Area & Ambulance Fire District, which also covers the surrounding townships.

From 2000 to 2010, the village grew by 98 persons, or 20.6 percent over the past decade, from 2000 to 2010. This was faster than the county and the state. The Wisconsin Department of Administration (WDOA) estimated that there were 603 people residing the village in 2015. The median age was 34.5 in 2010, which was lower than the state median age of 38.8. The median household income was \$59,000 in 2010, which was 10 percent higher than the county.



Village of Hatley Fire Station
Source: Village of Hatley

Hatley is a part of the Wausau Metropolitan Statistical Area. Most residents commute to the urban areas for work, with 47.8 percent of workers commuting to the Villages of Weston and Rothschild, or Cities of Schofield and Wausau in 2015. There were 64 jobs located in the village in 2010, mostly

in the accommodation and food services industry.

Public Participation

Public participation is an important part of the planning process. Allowing and encouraging public involvement in the planning process provides the citizens of Hatley an opportunity to express their views, ideas and present issues that they would like address of the future development of the village. Local officials should use this input to guide the policies and decisions made. In addition to public meetings held for public input on the plan, the document was available for anyone to view at various draft stages throughout the process on the North Central Wisconsin Regional Planning Commission (NCWRPC) website. NCWRPC staff members were also available to receive comments throughout the process. Additionally, the Village of Hatley circulated a comprehensive planning survey when distributing its water bills – the results of the survey are located in Appendix C of this plan update.

Goals, Objectives, Policies

Goals and objectives have been developed relative to each of the plan chapters. For each of the goals and objectives, specific policies, strategies, and/or actions are recommended to enable the community to achieve them. Definitions are provided below to clarify the purpose and intent of each category.

Definitions

Goal: A goal is a statement that describes a desire future condition. The statement is broad in scope and describes general

concepts or things the community hopes to accomplish.

Objective: An objective is a statement that describes a specific course of action to achieve a goal or address an issue.

Policy: A policy is a general course of action or rule of conduct to be followed to achieve community goals and objectives.

List of Acronyms

ACS – American Community Survey

AHI – Architecture & History Inventory, a database of the Wisconsin Historical Society

ALICE – Asset Limited, Income Constrained, Employed; United Way of Marathon County

BID – Business Improvement District

BRRTS – Bureau for Remediation and Tracking System, Wisconsin Department of Natural Resources

CCC – Civilian Conservation Corps, a 1930s construction and conservation program

CDBG – Community Development Block Grant

CIP – Capital Improvement Plan

CNW – Chicago & Northwestern Railroad

CSA – Community Supported Agriculture

CPZ – Department of Conservation, Planning, and Zoning (Marathon County)

CTH – County Trunk Highway

CWA – Central Wisconsin Airport

DOH – Division of Housing, Wisconsin Department of Administration

EMS – Emergency Medical Services
ERW – Exceptional Resource Waters, a designation by the Wisconsin Department of Natural Resources

ETZ – Extra-Territorial Zoning

FCL – Forest Crop Law

FEMA – Federal Emergency Management Agency

FIRM – Flood Insurance Rate Maps, the official source of flood data from FEMA.

HOME – Home Investment Partnerships Program

HOPWA – Housing Opportunities for Persons with AIDS

HUD – U.S. Department of Housing and Urban Development

LEHD – Longitudinal Employment-Household Dynamics, U.S. Census Bureau

LIHTC – Low Income Housing Tax Credit

LMI – Low and Moderate Income

LWRMP – Land and Water Resource Management Plan, Marathon County

MFL – Managed Forest Law

NCHC – North Central Health Care

NCWRPC – North Central Wisconsin Regional Planning Commission

NRHP – National Register of Historic Places

NTC – Northcentral Technical College

ORW – Outstanding Resource Waters, a designation under the U.S. Clean Water Act

PASER – Pavement Surface Evaluation Rating

RLP – Regional Livability Plan 2015, North Central Wisconsin Regional Planning Commission

SHPO – State Historic Preservation Office

SPS83 – Chapter 83 of the Wisconsin Administrative Code under the Department of Commerce, setting standards for regulation of private sewage systems (formerly Comm. 83.)

STH – State Trunk Highway

TAP – Transportation Assistance Program

TIF – Tax Increment Financing

TOPS Lab –Traffic Operations and Safety Lab, University of Wisconsin – Madison

TSC – Traffic Safety Council

USDA – United States Department of Agriculture

US DOT – United States Department of Transportation

UW-MC – University of Wisconsin – Marathon County

Wausau MPO – Wausau Area Metropolitan Planning Organization

WDNR – Wisconsin Department of Natural Resources

WDOA – Wisconsin Department of Administration

WDPI – Wisconsin Department of Public Instruction

WHEDA – Wisconsin Department of Transportation

WisDOT – Wisconsin Department of Transportation

WPS – Wisconsin Public Service Corporation

Budgeting

Responsible financial planning is an important aspect of any comprehensive plan. During an annual Comprehensive Plan Accountability Assessment meeting of the Village Board a prioritization of plan goals and objectives should be done per available village budget. During this time the Village Board should identify and consider additional funding resources to ensure that comprehensive planning goals and objectives are on track. These may include

grants, private donations, or fundraising events. This comprehensive plan will consider the current village budget and assets when prioritizing and selecting goals and the means to accomplish them. For the 2017 Village Budget, the village reported just under \$170,000 in revenues and expenditures. About 53% of revenue came from the local tax levy, while other major revenue streams included shared revenue, the garbage & recycling program and transportation aids. The largest expenditures from the budget contributed to the fire & ambulance district, garbage & recycling and the library/senior center.

Process

A successful long-term plan must include a structure of checks and balances to ensure that the plan is being followed and to track the progress of the village over time as it relates to the plan.

For the duration of this comprehensive plan the Village Board will meet annually to review the plan and assess if progress has been made on any goals or objectives. This assessment should be published on the village website and made available upon request of any village resident. During this assessment, the Village Board will amend this plan as necessary to ensure that goals, objectives and policies have the best opportunity to be accomplished. Any amendments to this plan must be reviewed and approved by an independent planning committee which consists of current village residents and Village Board trustees. This assessment should be published on the village website and made available upon request of any village resident.

Demographics

This section describes the existing demographics of the Village of Hatley and identifies the major socio-economic trends impacting the village. A variety of demographic information is examined in this chapter, including total population, age distribution, household composition, educational attainment, income levels, poverty, and resident employment data. The Towns of Norrie and Ringle, Marathon County, and the State of Wisconsin are listed for comparison.

The data in this chapter, as well as the chapter on housing mainly utilizes data from the U.S. Census and the American Community Survey, as well as the WDOA. The U.S. Census and the ACS are both produced by the U.S. Census Bureau; however, the Census is a count of the American population conducted every ten years while the American Community Survey is an estimate of the population released on a yearly basis. Data is analyzed for the years 2000 and 2010 from the U.S. Census Bureau for this comprehensive plan, while 2015 data is provided to give a sense of current trends. This creates consistency with the 2006 plan data, which mainly analyzed Census data between 1990 and 2000, before the American Community Survey was available on a yearly basis.

The ACS evolved from the “long form” that a random subset of the population used to receive with the census. In 2010, the U.S. Census Bureau started releasing ACS data for all populations on a yearly basis, including the Village of Hatley. However, small populations, such as Hatley, are often difficult to survey while the Census is not perfect count of the population. This can produce data is not always completely accurate or consistent. As such, there are instances where the Census and the ACS

provide slightly different data for the year 2010. These examples are discussed for the readers throughout these sections.

Population and Households

Population

Table I.1 shows the population changes for the village, town, county, and state. In 2015, the population estimated by the WDOA was 603. This was a 5.1 increase from the U.S. Census count in 2010, or a net increase

of 29 persons. From 2000 to 2015, there was a 26.8 percent increase.

From 2000 to 2010, the village gained 98 people, for a 20.6 percent population increase. In 2010, 976 people resided in the Town of Norrie and 1,735 in the Town of Ringle. The Town of Norrie had a population increase of 0.9 percent, which was much smaller than the village and the Town of Ringle. The county experienced a population increase of 6.5 percent. The state grew by 6.0 percent over the same period.

Table I.1: Population Change, 2000 to 2015

Minor Civil Division	2000	2010	2015	2000-2010 % Change	2000-2010 Net Change
V. of Hatley	476	574	603	20.6%	98
T. of Norrie	967	976	979	0.9%	9
T. of Ringle	1,408	1,711	1,735	21.5%	303
Marathon County	125,834	134,063	135,341	6.5%	8,229
Wisconsin	5,363,675	5,686,986	5,724,692	6.0%	323,311
United States	281,421,906	308,745,538	314,107,084	10.0%	27,323,632

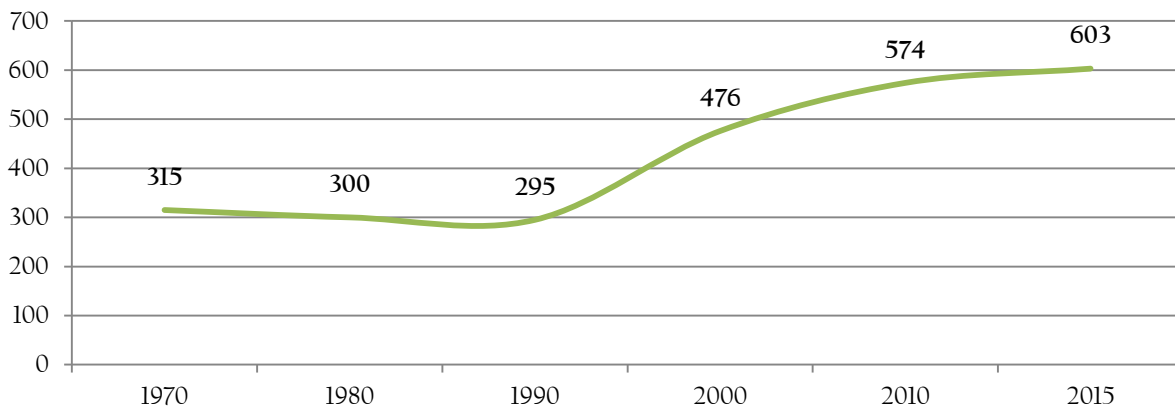
Source: US Census and WDOA Estimates 2015

Historical Trends

Figure I.1 shows population trends from 1970 to 2015. The village experienced population decline in the 1970s and 1980s. Hatley saw the greatest amount of population growth in the 1990s, when the

village added 181 people. The growth in the 1990s and 2000s is likely due to the addition of sewer and water service and the expansion of State Highway (STH) 29. Since this period, population growth has slowed, but continues to increase.

Figure I.1: Historical Population Change



Source: US Census and WDOA Estimates 2015

Households

A household includes all the people who occupy a housing unit as their usual place of residence. As more people decide to live alone and more couples are having fewer children or no children at all, the national trend is fewer persons per household. However, in the Village of Hatley the average household size has stayed the same from 2000 to 2010, at 2.57 people per household.

In 2000, there were 185 households in the village. By 2010, this number increased to 223 households. The majority of households, 71.7 percent, are family households and 60.1 percent of all households were married couple households. 34.1 percent of

households in Hatley had children under the age of 18 while 20.2 percent of households had an individual aged 65 or older.

Population and Household Projections

Table 1.2 shows population projections completed by the WDOA Demographic Services Center. The WDOA population projections are recognized as Wisconsin's official population projections in accordance with Wisconsin Statue 16.96. The WDOA projections are based on the historical population trends of individual communities, although more recent years carry a greater weight in the WDOA's projected populations.

Table 1.2: Population Projections

	2010 Census	2015	2020	2025	2030	2035	2040
V. of Hatley	574	615	665	715	760	795	820

Source: U.S. Census, WDOA 2013

The Demographic Services Center projected that in 2040 the population of the Village of Hatley would be 820. This would be an increase of 42.9 percent over the thirty year period. During the previous thirty year period, 1980 to 2010, the village experienced a growth rate of 91.3 percent.

In many communities, population growth has increased slower than expected when the projections were published in 2013. This may be due to the sluggish recovery of the economy and more young adults delaying family formation in pursuit of educational opportunities and more secure financial circumstances. As a result, many communities in Wisconsin saw WDOA population estimates that fell short of the

projections in 2015. In the Village of Hatley, the population was an estimated at 603 in 2015, which was slightly under 2015 projections.

Like the population projections, the WDOA household projections are recognized as Wisconsin's official population projections in accordance with Wisconsin Statue 16.96 and are based on the historical population trends of individual communities. Assuming a conservative rate of growth, the number of households is expected to increase by 115 in the village, or 51.6 percent between 2010 and 2040 as shown in Table 1.3. This is faster than the expected growth rates in the county and in the state.

Table 1.3: Household Projections

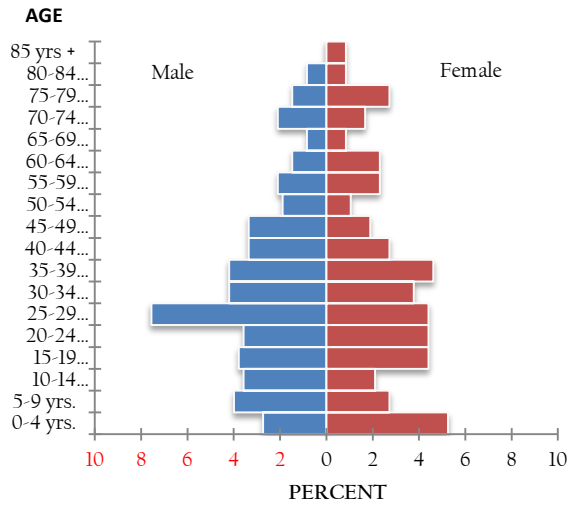
Civil Division	2010 Census	2015	2020	2025	2030	2035	2040	2010-2040 % Change	2010-2040 Net Change
V. of Hatley	223	241	263	286	307	325	338	51.6%	115
Marathon County	53,176	54,657	57,394	59,611	61,524	62,958	63,730	19.8%	10,554

Source: WDOA, 2013

Age Distribution

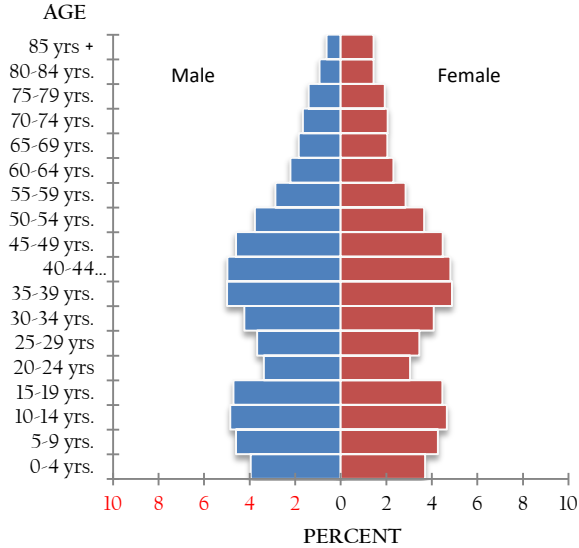
The median age in the village was 34.3 in 2010, compared to the county median age of 39.1 and the state median of 38.5. 33.7 percent of the population was 19 years of age or younger while just 5.8 percent of the population was aged 65 years or older. As displayed the age pyramids below, Hatley's population is much younger than the rest of the county's population.

Figure 1.2 Village of Hatley Sex-Age Pyramid, 2000



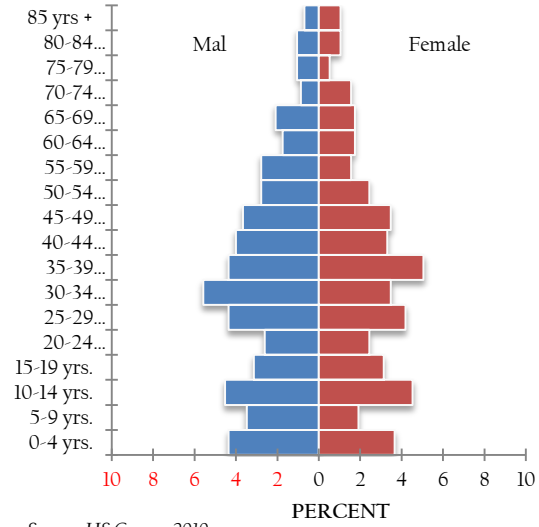
Source: US Census, 2000

Figure 1.4 Marathon County Sex-Age Pyramid, 2000



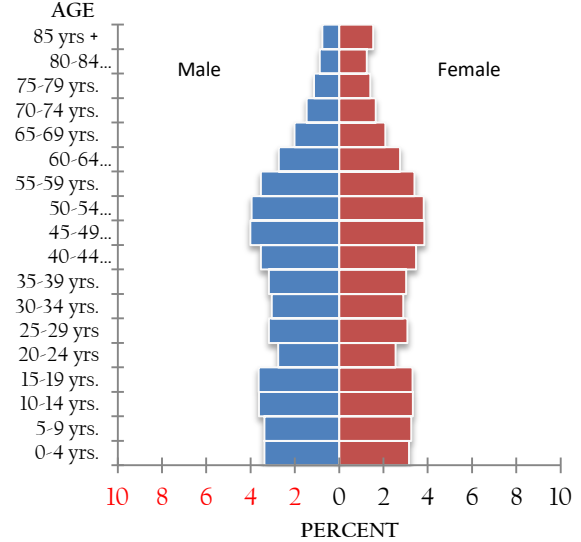
Source: US Census, 2000

Figure 1.3 Village of Hatley Sex-Age Pyramid, 2010



Source: US Census, 2010

Figure 1.5 Marathon County Sex-Age Pyramid, 2010

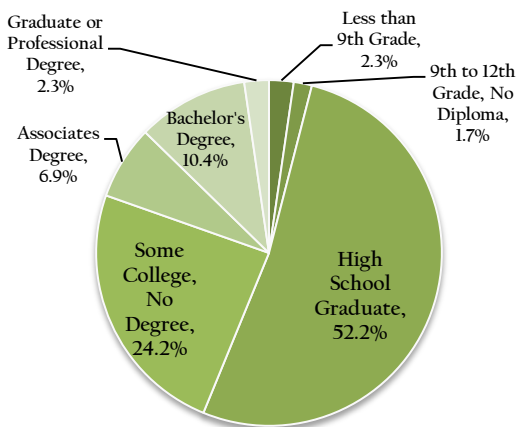


Source: US Census, 2010

Education Levels

Education levels are increasing in the village, as they are in the county and the state. Figure 1.6 shows the educational attainment levels for residents 25 and older. Overall, 96.0 percent of the population, 25 and older, had high school degrees or higher in Hatley in 2010. This was a 15.9 percentage point increase from 2000 and was higher than the county, state, and nation as well as the surrounding towns.

Figure 1.6 Hatley Educational Levels, 2010



Source: U.S. Census

In 2010, 12.7 percent of residents, 25 and older, had a bachelor's degree or higher. This was a 3.6 percentage point increase over 2000. 20.8 percent of county residents had a

bachelor's degree or higher while 25.8 percent of Wisconsin residents had the same educational attainment.

Race

The racial composition of Hatley's population has changed very little in the past decade. In 2000, 97.5 percent of village residents self-reported as White. In 2010, 94.9 percent of the population was listed as White.

Income Levels

Household Income

Median income and per capita income are two important indicators of community prosperity. The median income is the point halfway between the highest and lowest reported incomes. Generally, incomes have not matched pace with inflation, resulting in lower buying power across the nation from 2000 to 2010. Nationwide, real median household income in 2014 was approximately the same as 1995 levels. The Village of Hatley was not an exception to this. In 2010, the median income was \$59,000. When adjusted for inflation, this was a 2.7 percent drop in income from 2000. Median household income also fell in the county and the state as displayed in Table 1.4.

Table 1.4: Median Household Income

Civil Division	2000*	2010	2015	2000-2010 % Change	2000-2010 Net Change
V. of Hatley	\$60,624	\$59,000	\$68,929	-2.7%	-\$1,624
Marathon County	\$57,192	\$53,471	\$54,083	-6.5%	-\$3,721
State of Wisconsin	\$55,452	\$51,598	\$52,738	-7.0%	-\$3,854
United States	\$53,177	\$51,914	\$53,889	-2.4%	-\$1,263

Source: U.S. Census, 2010-2015 American Community Survey (ACS) Five Year Estimates

* Adjusted for inflation in 2010 dollars

In 2015, the median household income was \$68,929 in the village. This is a 6.3 percent increase from 2010 when adjusted for inflation.

Per Capita Income

Per capita income is the average obtained by dividing aggregate income by the total population of an area. Over the ten year period the village’s per capita income decreased 7.2 percent, inflation adjusted, compared to a 1.2 percent decrease for both the county and the state.

Table 1.5: Per Capita Income

Minor Civil Division	2000*	2010	2015	2000-2010 Adj. % Change	2000-2010 Adj. Net Diff.
V. of Hatley	\$25,798	\$23,942	\$30,586	-7.2%	-\$1,856.23
Marathon County	\$26,216	\$25,893	\$28,457	-1.2%	-\$323.11
State of Wisconsin	\$26,935	\$26,624	\$28,340	-1.2%	-\$311.00
United States	\$27,335	\$27,334	\$28,930	0.0%	-\$1.00

Source: U.S. Census, 2011-2015 ACS Five Year Estimates & NCWRPC., 2017

*Adjusted for inflation

Poverty

In 2010, 5.6 percent of the village’s population was under the Federal Poverty Line (FPL). This is lower than the county (8.7%), state (11.6%), and national (13.8%) averages. By 2015, the poverty rate had fallen 0.2 of a percentage point to 5.4 percent of the population.

Employment

In 2010, there were 303 village residents who were employed, which was 13 more people than in 2000. The village had an unemployment rate of 9.8 percent. There were 336 people in the labor force, which represents a participation rate of 82.6 percent in 2010, which was much higher than the county labor force participation rate of 72.2 percent.

The labor force participation rate is the percentage of adults, aged 16 years and older, that are employed or actively looking for work. Labor force participation rates have been dropping across the country as more baby boomers are retiring and more young adults delay entering the workforce to pursue educational opportunities. In 2000, the village’s labor force participation rate was 70.9 percent, meaning while labor force participation rates have been declining across the state and county, Hatley’s has increased by 1.3 percentage points.

Occupations

The table below shows village residents by industry from the U.S. Census Bureau. Manufacturing is the largest industry employer of village residents, with 31.7 percent of the village working in this industry.

Table 1.6: Employment by Industry, Hatley

INDUSTRY	2000	2010	2000-2010 % Change	2000-2010 Net Change
Agriculture, forestry, fishing and hunting and mining	5	0	-100.0%	-5
Construction	31	21	-32.3%	-10
Manufacturing	107	96	-10.3%	-11
Wholesale trade	6	21	250.0%	15
Retail trade	30	26	-13.3%	-4
Transportation and warehousing and utilities	10	17	70.0%	7
Information	0	3	300.0%	3
Finance, insurance, real estate and rental and leasing	22	18	-18.2%	-4
Professional, scientific, management, administrative & waste management services	11	0	-100.0%	-11
Educational, health and social services	45	68	51.1%	23
Arts, entertainment, recreation, accommodation and food services	13	16	23.1%	3
Other services (except public administration)	6	17	183.3%	11
Public administration	4	0	-100.0%	-4

Source: U.S Census, American Community Survey 2006-2010 5-year estimates

Worker Incomes

There were 237 residents in the village that were full-time, year round workers, aged 16 and older. The median earning for these workers were \$37,337 in 2010. For male workers, the median earnings were \$38,854 while the median earnings for women were \$32,250, or 83 percent of male earnings.

Worker Commutes

About 7.2 percent of working village residents worked in Hatley. 90.4 percent of village dwellers worked within Marathon County and about 20.5 percent travel to other communities outside of the county. About 29.1 percent of village workers were employed in the City of Wausau and 12.8 percent were employed in the Village of Weston. About 2.0 percent of residents traveled outside of the state to work. The mean travel time to work was 24.2 minutes.

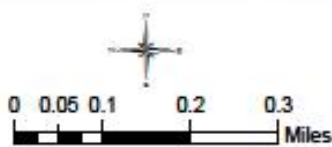
Demographic Trends

- Hatley’s population was 605 in 2016. In the last decade, from 2000 to 2010, the population has increased by 20.6 percent, while households have increase by the same amount.
- Median age for the village was 34.5, which was much lower than Wisconsin overall, at 38.8 years.
- 96.0 percent of village residents had a high school education or higher in 2010, 15.9 percentage point increase over 2000. 12.7 percent of the population had a bachelor’s degree or higher in 2010, which was a 3.6 percentage point increase from 2000.
- The median household income was \$59,000 in 2010, a 2.7 percent decrease from 2000, when adjusted for inflation. Per capita incomes fell by 7.2 percent from 2000 to 2010.

- In 2010, 5.6 percent of the village's population was under the Federal Poverty Line (FPL). This is lower than the county (8.7%), state (11.6%) and national (13.8%) averages.
- In 2000, there were 290 residents that were employed. This increased to 303 residents by 2010. The largest employer was the manufacturing industry. The labor force participation rate was 82.6 percent while the unemployment rate was 9.8 percent in 2010.



Map 1
Location
 Village of Hatley
 Marathon County, Wisconsin



Source: WI DNR, NCWRPC, Marathon Co.,
 2015 Aerials

This map is neither a legally recorded map nor a survey
 and is not intended to be used as one. This drawing is
 a compilation of records, information and data used for
 reference purposes only. NCWRPC is not responsible for
 any inaccuracies herein contained.



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Chapter Two

Planning Issues

As part of the planning process, a variety of issues relating to each planning element were identified. These are listed below by the various plan chapters.

Natural, Cultural and Agricultural Resources Issues

- **Development along the Plover River:** Development along the Plover River is controlled by the Wisconsin Department of Natural Resources (WDNR) and requires a buffer area. As a result, the Village of Hatley does not control development activity in the buffer area. The village could take steps to utilize the undeveloped natural resources along the Plover River for recreational or educational purposes.
- **Tree Preservation:** The village is considering regulations for tree preservation in developing woodland areas. There are threats to the trees in the village from invasive species and pests, such as emerald ash borer and oak wilt. The village should maintain a diverse selection of trees to prevent losing an excessive share of the tree stock from a disease or pest. The village should also plan for the spread of emerald ash borer to Marathon County.
- **Lack of Current Information:** Although a brief countywide historic properties survey was carried out in 1975-77, there has been no update. Many properties identified at that time may be gone, while other properties not previously surveyed may now be evaluated in a new context. It is necessary for the community to have current information about cultural resources in order to maximize planning and make the best use of historic properties.
- **No Recognition Process:** Besides in the City of Wausau, no processes exist to recognize historic buildings or begin to plan for their protection. Once historic properties are identified, towns and villages do not have an established mechanism for recognizing them or integrating them into ongoing planning processes.
- **Protection of Archaeological Sites and Cemeteries:** The process of cultural resources planning includes identification and protection of archaeological sites and historic cemeteries. The Wisconsin Historical Society maintains a list of reported sites and cemeteries, representing a fraction of sites that are actually present. This information is often overlooked and should be incorporated into the planning process for local communities.
- **Hatley Train Depot:** The Village of Hatley train depot is in unsatisfactory condition. The village could explore options for funding future renovation of the building.

Housing Issues

- **Housing Renovation:** Residents are renovating housing in the older area of the village. As a result, existing housing stock already served by utilities and other public services is being retained. This type of rehabilitation and renovation should be encouraged and expanded to maintain a safe, affordable, efficient, and attractive supply of housing in the village. Major maintenance items are likely coming due on housing built in the 1990s and 2000s, which represents a substantial portion of housing in the village.
- **Develop Loan Programs:** The Village of Hatley may investigate the possibility of establishing loan programs to provide financial assistance for housing rehabilitation activities.
- **Senior Housing:** In Marathon County, housing for seniors and populations with special needs is primarily provided in the urbanized areas in and around Wausau. The Marathon County Aging and Disability Resource Center, the Wisconsin Department of Health and Family Services and the Marathon County United Way all maintain a list of these housing options throughout the county. As the number of elderly persons increases in the coming years, there will most likely be an increased need for these types of housing options. This trend will be seen throughout Marathon County, the State of Wisconsin, and the nation.

The eastern area of Marathon County is served by the senior housing facility Home Sweet Home in the Village of Hatley, as well as four additional facilities in the Village of Birnamwood.

This area is also served by facilities in the City of Antigo and the Wausau region. This region, along with the rest of Marathon County, will most likely need additional senior housing in the coming years, as the senior population continues to increase. This trend may be delayed in Hatley due to the large proportion of younger residents.

- **Improve Housing Mix:** The Village of Hatley would like to pursue both multifamily options (e.g. duplexes) and higher end single family housing to improve the mix of housing available in the village.
- **Housing-Employment Mismatch:** Nearly all of Hatley's residents leave the village for work and very few employees within the village live in the village. This may make it more difficult for village employers to find workers and increases transportation costs.
- **Provide High-End Housing:** The village should explore strategies to attract luxury housing options, as exists in the neighboring Towns of Ringle and Norrie.

Utilities, Community Facilities & Parks Issues

- **Health Clinic:** The Village of Hatley would like to attract a clinic to the area for local health care needs.
- **Mountain-Bay Trail Park:** In its previous comprehensive plan, the Village of Hatley expressed a desire to see a small park along the trail.
- **Park Dedication:** The Village of Hatley lacks park dedication requirements within its subdivision

regulations. Hatley may want to consider park dedication as part of their development review in the future.



View along Mountain-Bay Trail
Source: Village of Hatley

Trail runs through Hatley, adjacent to Clark Street. The village may want to consider offering amenities along the trail or provide connections to other suggested bicycle routes.

- **Connectivity:** Connectivity is an issue for the Village of Hatley, especially in new developments such as the northwest residential area. Poor connectivity among local roads forces local traffic onto County Highway (CTH) Y. Measures should be taken to ensure that trail connections are provided for developments adjacent to the Mountain-Bay Trail. Development should also be required to reserve land for street connections to future subdivisions. In some cases the village may have the opportunity to purchase some undeveloped lots to reserve land for future street, sidewalk, or trail connections when needed.

Transportation Issues

- **Access from State Highway 29:** The Village of Hatley should work to ensure that existing businesses north of STH 29 are accessible for travelers.
- **State Highway 29 Corridor Study:** STH 29, a principal route through the Village of Hatley, currently lacks a corridor study. Pursuing a corridor study would help communities along the highway – including the Village of Hatley – to elaborate on a common vision for the areas along the highway and better plan for land use and access that could benefit those communities.
- **Funding for Infrastructure:** Future road maintenance, improvement costs, and funding may be limited, depending on state aid availability. State aid has declined and delayed maintenance increases long term costs.
- **Maximizing Mountain-Bay Trail Benefits:** The Mountain-Bay State

Economic Development Issues

- **Main Street Business Stability:** Several local businesses along the main street have closed in recent years. The Village of Hatley should consider strategies to revitalize main street areas – some strategies include improved pedestrian infrastructure, a business improvement district (BID), and streetscaping.
- **Trail and River Oriented Businesses:** The village has indicated an interest in developing trail oriented businesses that would improve the attractiveness of Hatley as a trailhead and outdoor recreation community. Examples of trail-oriented businesses include ice cream shops, craft breweries, craft

wineries, and other similar business.

- **Healthy Food Options:** The village has a desire to see health-oriented food options developed in Hatley. Examples of this include local grocers and local CSAs (Community Supported Agriculture).
- **Need to Update and Upkeep Village Utilities:** The village should plan to “future-proof” municipal resources relating to internet access and ensure the consistent performance of other municipal utilities such as natural gas, sewer, water, and electricity.

Land Use Issues

- **Zoning:** Hatley’s zoning code has not been comprehensively updated and needs additional provisions to manage future growth.
- **Annexation of Development:** There is land south of STH 29 near Birch Lane that is connected to the Hatley sewer and water system. Given the

utility connection, this area would likely be annexed into Hatley when development occurs. However, the proposal for the new CTH Y interchange closes access at Birch Lane. Hatley already extends south of STH 29 west of this area almost to existing CTH Y. Efficient planning would suggest that both the Town of Norrie and the Village of Hatley consider how land use in the entire area south of STH 29 between CTY Y and Birch Lane might develop so that efficient street patterns and utilities could be programmed for future development.

Intergovernmental Cooperation Issues

- **Disjointed Village Boundaries:** The village has a number of disjointed boundaries with neighboring municipalities. These borders could cause future issues related to business development, zoning and residential planning.

Chapter Three

Natural, Agricultural & Cultural Resources

This chapter describes local land and water conditions in detail as well as agricultural resources and cultural heritage. It is important to consider the patterns and interrelations of natural resources on a broader scale beyond the Village of Hatley's borders as they do not follow geo-political boundaries. In addition, many of the programs for protecting or mitigating impacts to natural resources are administrated at the county, state, or federal level. Thus an overview of recent county-wide natural resource planning efforts is described below, followed by a description of local natural resource conditions.

Previous Plans and Studies

In the last decade, several plans were prepared by the county specifically to address protection and management of natural resources. These plans may be used as resources to guide local policy and decision making regarding resource management and protection.

Marathon County Land and Water Resource Management Plan

The Marathon County Land and Water Resource Management Plan outlines a comprehensive strategy for the implementation of soil and water conservation in Marathon County from 2010 to 2020. The Land Conservation and Zoning Committee identified the following long-term program outcomes for the natural

resource protection efforts in Marathon County:

1. Land Use activities are well planned to enhance community development, minimize conflicts, maximize infrastructure investments and protect rural character.
2. Improve and protect the surface and ground water assets to enhance public health and safety, recreational opportunities and economic development.
3. Maintain the soil and water resources as productive assets through topsoil and organic matter conservation.
4. Marathon County agriculture and woodlot producers are economically strong.

Marathon County Farmland Preservation Plan

The Marathon County Farmland Preservation Plan is required under Chapter 91 of the Wisconsin Statutes. The purpose of this plan is to guide and manage the preservation of farmland and agricultural production capacity. Although there are limited agricultural areas in the village, this program is of overall importance to the county in general and may have an impact on village residents, for example, related to emerging trends such as the local foods movement. In the towns immediately surrounding Hatley – Norrie, and Ringle – a significant amount of land is reserved under farmland preservation areas.

Marathon County Forest Ten-Year Comprehensive Use Plan

The Marathon County Forest Ten-Year Comprehensive Use Plan is a management guide for the Marathon County Forest and is updated every ten years. The mission of the plan is to manage and protect natural resources on a sustainable basis for the ecological, economic, educational, recreational, and research needs of present and future residents throughout the county. The report includes a number of recommendations for timber management, wildlife habitat and game management, land acquisition and forest boundary management, biodiversity management, watershed management, and tourism.

Marathon County Groundwater Protection Guide

The Groundwater Protection Guide was an extension of a 1988 groundwater plan. In April 2001, the guide was created to assist county and local officials in setting policy related to groundwater. It also serves as a resource for information about groundwater and strategies to address issues related to groundwater protection. The county is considering a new groundwater planning effort.

USGS Protecting Wisconsin's Groundwater through Comprehensive Planning

In a joint effort by the WDNR, the University of Wisconsin System, and the U.S. Geological Survey, a website has been made available with data and information on geology, general hydrology, and groundwater quantity and quality. The website was developed to aid government officials and planners in addressing groundwater in their comprehensive plans. The most recent data available for Marathon County was published in 2007. The full Marathon County report can be found at their website:

https://wi.water.usgs.gov/gwcomp/find/marathon/index_full.html.

Village of Hatley Urban Forest Management Plan, 2017

Urban forestry students from the University of Wisconsin – Stevens Point completed a management plan for Hatley’s urban forests in 2017. The plan inventories the urban forest system within the village, and identifies current tree ordinances, systems, and organizations that manage these woodlands. The most prominent trees throughout Hatley are the Quaking Aspen, and various species of maple.

The plan makes recommendations for street tree management, which include certain tree removals, tree pruning, and planting priorities. Park tree management is described as a practice needed on a more ad-hoc basis. The plan concludes with budgetary, educational, and outreach recommendations.

Water Resources

Marathon County contains abundant water resources. Many have remained in a fairly pristine state and others are in need of focused efforts to improve water quality. Surface water resources help replenish the groundwater as part of the hydrologic cycle. Under natural conditions, the aquifers generally receive clean water from rainfall percolating through the overlying soils. However, contamination of groundwater reserves can result from runoff and pollution. Protection of these groundwater reserves is necessary to ensure adequate water to domestic, agricultural, and commercial uses. If groundwater is not protected, contamination could result, endangering the quality and supply of water in the village.

Resources in Hatley

- **Streams/Rivers:** The Plover River runs along the western portion of the village. Hatley falls within the watershed of the Plover and Little Plover Rivers. There are no Outstanding, Exceptional, or Impaired Water Resources in the village.
- **Floodplains:** Floodplains consist of land likely to be covered by floodwater during the regional (100-year) flood. Floodplain areas are based on information compiled by the Federal Emergency Management Agency (FEMA) on Flood Insurance Rate Maps (FIRM). The floodplain includes the floodway, or the area likely to have flowing flood waters and the flood fringe, or the area outside of the floodway that is likely to be inundated by slow moving or still flood waters.

In the Village of Hatley, land within the 100-year floodplain is located adjacent to the Plover River and along the creek that flows east through the village, as illustrated on **Map 2: Natural Resources Map**.

- **Wetlands:** Most areas of wetlands are concentrated along the floodplain of the Plover River and eastward along the creek that flows through the village, along with an area west of Brent Street as illustrated on **Map 2: Natural Resources Map**. Wetlands are predominantly forested wetlands, with two locations of scrub/shrub wetlands. Wetlands are defined as those areas between terrestrial and aquatic systems where the water table is at, near, or above the land surface for a significant part of most years. Soils in wetland areas are usually saturated during the growing season within a few inches of the

surface. The presence of wetlands in an area can limit the type of development that can occur.

Wetlands perform many indispensable roles in the proper function of the hydrologic cycle and local ecological systems. In a natural condition, wetlands control floodwater by moderating peak flows and acting as groundwater recharge sites. All wetlands have valuable water purification capabilities and make significant contributions to surface and groundwater quality. They act as settling areas for inflowing streams as well as functioning in the reduction of water nutrients through uptake of these compounds into plant tissues. Wetlands also have a buffering effect on water acidity or alkalinity and are helpful in the elimination of harmful bacteria which may be found in surface or groundwater. They serve as breeding and nesting grounds for waterfowl and many other animals that depend on aquatic habitats. Wetlands also serve as important recreation, education, and aesthetic resources for communities.

- **Groundwater:** Depth to groundwater is shallow and groundwater is generally available in adequate volumes throughout the village. Depth to bedrock is not a development issue in Hatley, as most groundwater is 0 to 20 feet beneath the surface.

Soils

Soil Types

The United States Department of Agriculture's (USDA) Natural Resource Conservation Service has an online soil survey which provides soil data and maps. The predominant soil in Hatley is Mahtoedia-Fordum-Sturgeon, which lies on either side of the Plover River. This association is characterized by deep alluvial deposits, high-yielding wells and low attenuation soils. At the eastern and western edges of Hatley are bands of Kennan-Hatley soil, characterized by rolling land marked with surface boulders and stone.

Soils can also be categorized according to other factors, such as how well drained they are, on a scale ranging from Excessively Drained to Very Poorly Drained. Another method for categorizing soils is by how good they are for agriculture. Much of the village is classified as Class 1 and 2 prime farm soils. Class 1 soils are the best soils in Marathon County for growing all crops. The "prime farm soils" designation given to Class 1 soils indicates that these soils are good for productive farmland. Class 2 soils are soils that are good for productive farmland, but are prone to wetness and may need to be drained.

Steep Slopes

There is one area with steep slopes in Hatley, located at the extreme eastern edge of the village outside existing residential areas. Steep slopes are defined as slopes with gradients over 12 percent. Steep slopes pose development limitations and increase the potential for soil erosion. When steep slopes are developed, they can greatly increase the speed of runoff.

Biological Resources

Vegetation

Wooded areas are adjacent to the Plover River on the western edge of the village, as well as a wooded area on the eastern edge near St. Florian's Church. Within the village there is also private landscaping consisting of trees, shrubs, and gardens. There is a large section of land east of the Plover River and north of STH 29 classified as open land. Overall, woodlands account for approximately 26.3 percent of total land area in the village.

Wildlife Resources and Habitat

Wildlife resources include a variety of game and non-game species of birds, mammals, fish, reptiles, and amphibians that typically live in Marathon County. Common types of wildlife include deer, bear, badger, wolf, wild turkeys, raccoon, squirrels, songbirds, and waterfowl, and raptors. Wildlife resources are abundant in the many undisturbed sanctuaries, refuges, reserves, and scattered habitats located throughout the county. Numerous other species of migrating birds use habitat in Marathon County for food, shelter, and resting stops during seasonal migration.

There is a significant amount of wildlife habitat in Marathon County. In addition to County Parks and forest units, major wildlife habitat areas include: the George W. Mead Wildlife Area, the McMillan Marsh State Wildlife Management Area, and Rib Mountain State Park.

Environmentally Sensitive Areas

The protection of environmentally sensitive areas from additional intrusion by incompatible land uses, and thereby from degradation and destruction, should be an

essential planning objective for the preservation of open natural spaces. Such protection is also a key component in the protection of rural community character. Two such communities have been identified in the Town of Ringle and the Village of Hatley:

- **Floodplain Forest Community:** This lowland hardwood forest community type occurs along large rivers, usually 3rd Order Streams or higher. Most of these rivers originate in northern Wisconsin and flow to the southward, growing in size as the volume of water they carry increases. As the stream gradients diminish, the floodplains become broader. Periodic floods, particularly in the spring, are the key natural disturbance event to which species of this community are adapted. Silt deposition and development of microtopography during flood events creates suitable sites for tree germination and establishment and floods also carry seeds and propagules of plant species. The most extensive occurrences of floodplain forest are found along the large rivers of southern Wisconsin, but the community also occurs at scattered locations in the north. The type was uncommon historically, occupying only about 3% of the Western Coulees and Ridges Ecological Landscape and even smaller percentages of other Ecological Landscapes (Finley 1976).

Canopy dominants vary, silver maple (*Acer saccharinum*), river birch (*Betula nigra*), green ash (*Fraxinus pennsylvanica*), black ash (*Fraxinus nigra*), hackberry (*Celtis occidentalis*), swamp white oak (*Quercus bicolor*) and eastern cottonwood (*Populus deltoids*). Black willow (*Salix nigra*), basswood (*Tilia americana*), red oak (*Quercus rubra*), and red maple (*Acer*

rubrum) are associated tree species found in these forests. Historically, the elms were highly significant components of the floodplain forests, but Dutch elm disease has eliminated most large elm trees that formerly provided supercanopy structure, snag and den sites and large woody debris. Northern occurrences of this type tend to be less extensive, are often discontinuous, and are relatively species-poor compared to those in the south. Silver maple and green ash remain among the dominant species, with balsam-poplar (*Populus balsamifera*), bur oak (*Quercus macrocarpa*), and box elder (*Acer negundo*) replacing some of the southern trees.



The Red-shouldered Hawk is a bird listed as threatened that is highly associated with the Floodplain forest community present near Hatley. Source: Jim Woodford, Wisconsin DNR.

- **Stream-Fast, Hard, Warm:** Warmwater streams are flowing waters with maximum water temperatures typically greater than 25 degrees Celsius.

Endangered Species

Endangered, Threatened, and Special Concern species must be considered when analyzing the feasibility of a development proposal. Resources are available for project specific data from the WDNR. There are some species considered to be endangered, threatened, or of special concern:

- **Henslow's Sparrow** (*Ammodramus henslowii*): A bird listed as Threatened in Wisconsin, prefers open fields, open grasslands, wet meadows, unmowed highway right-of-ways, undisturbed pastures, timothy hay fields, and fallow land grown up to tall weeds. The recommended avoidance period is from May 20 - August 15.
- **Wood turtles** (*Glyptemys insculpta*): A Threatened Species in Wisconsin, this turtle prefers rivers and streams with adjacent riparian wetlands and upland deciduous forests. This species often forages in open wet meadows or in shrub-carr habitats dominated by speckled alder. They overwinter in streams and rivers in deep holes or undercut banks where there is enough water flow to prevent freezing. This semi-terrestrial species typically remains within 300 m (984 ft.) of rivers and



A Wood Turtle at its nesting site.
Image Source: Rich Staffen, Wisconsin DNR).

streams. This species becomes active in spring as soon as the ice is gone and air temperatures reach around 50° F, which can occur as early as mid-March. They may remain active into late October but have been seen breeding under the ice.

Wood turtles can breed at any time of year, but breeding primarily occurs during the spring or fall. Nesting usually begins in late May in southern WI and early June in northern WI and continues through June. This species nests in open or semi-open canopy areas containing gravel or sandy soils, typically within 61 m (200 ft.) of the water. Hatching occurs in 55-75 days (mid-July through mid-September) depending on air temperatures. This species does not overwinter in nests, unlike some other Wisconsin turtle species.

- **Black Redhorse** (*Moxostoma duquesnei*): This fish is listed as Endangered in Wisconsin. In Wisconsin, the only known extant population is in the Wisconsin and Eau Claire Rivers near Wausau. It is found in clear water over gravel, bedrock and sand where siltation is at a minimum. Spawning occurs in from late May through early June.

Contaminated Sites

There are no open contaminated sites in the village, according to the Bureau for Remediation and Redevelopment Tracking System (BRRTS). It is not uncommon for communities with commercial and industrial development have the potential for air emissions, groundwater contamination, soil spills and surface water contamination. Contaminated sites originate when a property is used for such activities as a gas station, industrial processing facility, a landfill, or laundromat.

Cultural Resources

Cultural resources are features that signify a community's heritage and help to evoke the sense of place that makes an area distinctive. Cultural resources may include archaeological sites and cemeteries, historic buildings and landscapes, historic transportation routes, or traditional cultural properties important to Native Americans or other cultural groups. The Village of Hatley does not have a local historic preservation commission.

History of the Village of Hatley

The Village of Hatley, first settled by loggers in 1856, was among the eastern Marathon County communities settled prior to the railroad. The community has been a lumber center throughout its history, continuing to the present with Hatley Veneer Inc. The village was incorporated in 1881 after the railroad was built.

R.E. Parcher constructed a saw mill on the Plover River, west of the village, in 1888 (where the ball park is located). On the north side of the village, also along the river, was the Fenwood Lumber Company. Logs were floated down the Plover River and processed at the saw mills. They were then loaded on the railroad for shipment. By the 1930s, the saw mills had shut down and V. C. Pickering bought the land where the Fenwood Mill had been and started a building and supply company. This site was purchased by the Hatley Veneer Mill in the 1940s, thus continuing the lumber business tradition.

As lumbering declined, Hatley became a service center for the area. Hatley was a major rail shipping point for the potato farmers and also had a cheese factory and creamery. Dairy farming was important, with Hatley supporting a branch club of the

County Guernsey Association in the 1920s.

Hatley retains its Main Street business district, running parallel to the railroad along Clark Street. A few original buildings remain, such as the Hotel Shiloh, built 1907, now remodeled into apartments. Immigrants from eastern Poland arrived at the beginning of the twentieth century. They established St. Florian's Catholic Church in 1898 on land donated by mill owner R. E. Parcher. The current brick church building dates to 1913.

In the post-World War II era, new grade schools were constructed. The elementary grade school was built in the late 1950s on Emmonsville Road (CTH Y). St. Florian's Church built an elementary school just west of their church building, on what had been the town ball park. The ball park was moved to the west end of the village where the old Parcher saw mill had been located.

The village grew quickly in the 1990s after sewer and water utilities were developed. The village had another growth spurt in the 2000s due to the upgrades to State Highway 29. The village continues to experience modest yet consistent population growth in the present decade.

Properties Listed on the National Register of Historic Places (NRHP)

No properties in Hatley are listed on the NRHP. Archaeological sites are identified only at the town level.

The Wisconsin Historical Society maintains the Wisconsin Architecture & History Inventory (AHI) that identifies any properties that may have been surveyed in the past; the Inventory does not convey special status and may not be current. The inventory may be reviewed at www.wisconsinhistory.org/ahi/index.html.

There are two historic properties in Hatley that have been previously surveyed and included in the AHI.

Cemeteries, Burial Mounds, Other Burials

Wisconsin Statute 157.70 provides for the protection of all human burial sites, including all marked and unmarked burials and cemeteries. There are currently 133 cemeteries and burial areas identified in Marathon County and it is likely that other cemeteries and burials may be present. Suspected burial mounds or unmarked burials must be reported to the State Burial Sites Preservation Office. If human remains are uncovered during excavation, all work must cease pending review of the Burial Sites Preservation Office. All cemeteries and burials in Marathon County should be catalogued under Wis. Stat. 157.70 to provide maximum protection of these sites.

Table 2.1: Known Cemeteries

Cemetery	Location	Section
St. Florian Catholic	North of STH 29, east side of Hatley	30

Source:
www.rootsweb.com/~wimarath/CemLocations.htm

Cultural Resources

There are no properties in Hatley listed on the National Register of Historic Places. Archaeological sites are identified only at the township level and the county-wide survey has not been updated since 1977. The village wishes to cooperate with any future studies done by Marathon County.

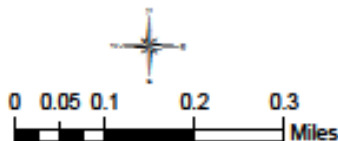
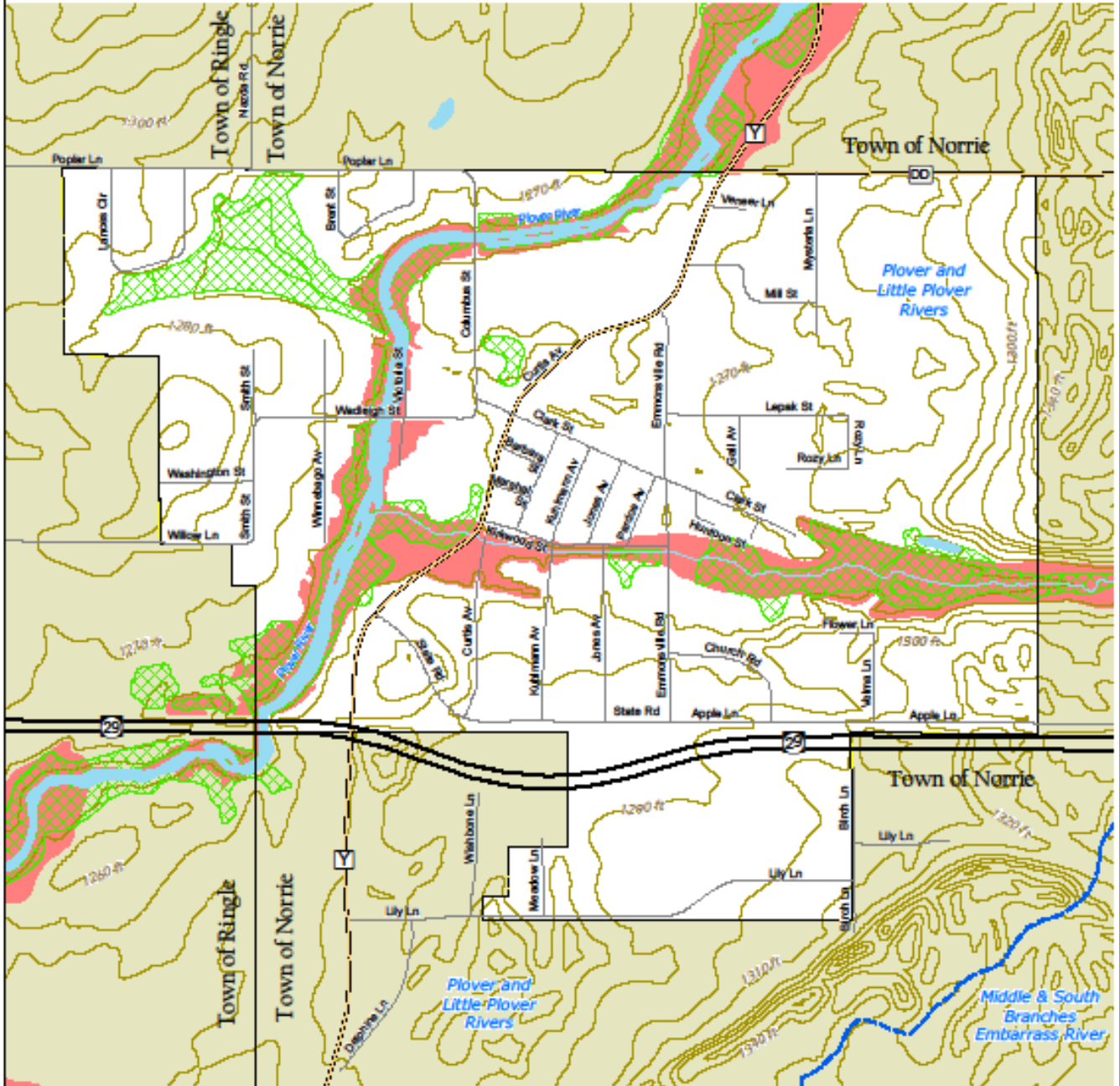
Agriculture

There is some agricultural production still occurring in the village. About 85 acres are being cultivated for row crops. These lands are intended to convert, over time, to a higher use. The bulk of agricultural uses within Hatley’s borders lie immediately south of STH 29. The presence of agriculture has historically been a dominant economic and cultural presence in the Village of Hatley and throughout Marathon County.

Map 2
Natural Resources
 Village of Hatley
 Marathon County, Wisconsin

Legend

-  US Highway
-  State Highways
-  County Highways
-  Local Roads
-  Minor Civil Divisions
-  Watershed Boundaries
-  Water
-  Wetlands
-  Contours 10ft
-  Floodplains



Source: WI DNR, NCWRPC, Marathon Co., FEMA

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Chapter Four

Housing

Housing characteristics and trends are important components of a comprehensive plan. The physical location of housing determines the need of many public services and facilities. Furthermore, understanding dynamics in the market likely to affect housing development in the future provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of residential development. Understanding the factors affecting people's ability to meet their own housing needs provides a basis for reinforcing community ties, fostering economic development and environmental sustainability, and improving the quality of life.

Previous Plans and Studies

Wisconsin State Consolidated Housing Plan

The Consolidated Housing Plan is required by the Department of Housing and Urban Development (HUD) in the application process required of the state in accessing formula program fund of Small Cities Community Development Block Grants (CDBG), HOME Investment Partnerships, Emergency Shelter Grants, and Housing Opportunities for Persons with AIDS (HOPWA).

“The Consolidated Plan provides the framework for a planning process used by States and localities to identify housing, homeless, community and economic development needs and resources and to tailor a strategic plan for meeting those needs.”

- Wisconsin State Consolidated Housing Plan

Regional Livability Plan

The 2015 Regional Livability Plan (RLP), written by the NCWRPC, addresses issues of livability in the areas of housing, transportation, economic development and land use. The RLP identifies a number of issues affecting community livability related to housing:

- an aging population,
- smaller household sizes,
- a lack of housing options
- an increase in housing costs related to incomes

Marathon County Comprehensive Plan

The Marathon County Comprehensive Plan was adopted in 2016 and prepared by Marathon County Staff with assistance from the NCWRPC. The county comprehensive plan closely examines the state of housing throughout six regions of Marathon County (The Village of Hatley is included in the “Eastern Lakes” region of the county, also including the Towns of Norrie, Elderon, Franze, Reid, and Bevent). The plan addresses issues of affordable and safe housing options in order to meet a goal of enhancing community character.

Housing Inventory

Existing Housing Stock

The Village of Hatley was comprised of 233 housing units in 2010, an expansion of 40 units from 2000. This represents an increase of 20.7 percent in housing units, compared to an increase of 20.6 percent in population and a 20.5 percent increase in the number of households. Marathon County and the

state's housing units also grew by 14.6 and

13.1 percent, respectively.

Table 3.1: Total Housing Units

Minor Civil Division	2000	2010	2015	2000-2010 % Change	2000-2010 Net Change
V. of Hatley	193	233	236	20.7%	40
T. of Norrie	385	431	431	11.9%	46
T. of Ringle	487	648	658	33.1%	161
Marathon County	50,360	57,734	58,226	14.6%	7374
State of Wisconsin	2,321,144	2,624,358	2,641,627	13.1%	303,214

Source: U.S. Census, 2011-2015 ACS Five Year Estimates

Table 3.2 shows the number of housing units needed from 2020 to 2040. These housing projections were based on the WDOA population and household projections from 2013, which are derived from the 2010 Census. The calculation for number of households was determined by

dividing the projected population by the projected household size for each five year increment. The total needed housing units shown below also assumed that the village vacancy of rate of 4.3 percent would hold steady.

Table 3.2: Housing Unit Projections

	2020	2025	2030	2035	2040
V. of Hatley	275	299	321	340	353

Source: WDOA 2013, NCWRPC 2016

Age

Housing units in Hatley are newer compared the county and the state, as noted in Table 3.3. Roughly 13.5 percent of housing units in Hatley were built before 1940. This compares to about a fifth of

structures in the county and slightly more in the state. Over thirty percent of the housing stock was built in the 1990s, which is twice the amount built during any other time period in the village.

Table 3.3: Housing Units by Year Built

Minor Civil Division	<1940	'40s	'50s	'60s	'70s	'80s	'90s	'00	> 2010
V. of Hatley	13.5%	5.0%	5.9%	5.4%	12.2%	14.9%	30.6%	9.0%	3.6%
T. of Norrie	27.9%	9.2%	7.0%	2.6%	13.4%	11.7%	15.0%	5.9%	7.3%
T. of Ringle	10.2%	2.0%	6.2%	7.7%	21.3%	13.9%	19.8%	12.9%	6.0%
Marathon County	19.9%	6.4%	10.9%	9.0%	16.2%	9.2%	14.8%	9.0%	4.6%
Wisconsin	21.9%	6.1%	11.4%	10.1%	15.2%	9.9%	14.0%	8.2%	3.2%

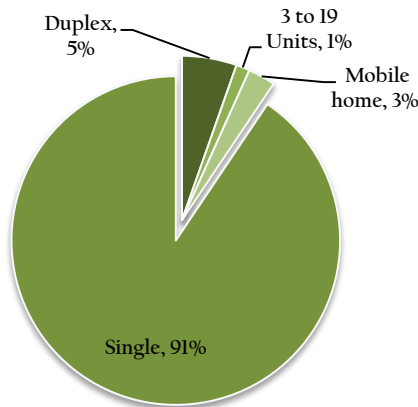
Source: U.S. Census, 2006-2010 ACS 5-Year Estimates

Housing Units by Type

Single-family detached units were the dominant housing type in Hatley, as in the county and to a lesser degree the state in 2010. This is shown in Figure 3.1. 90.5 percent of all housing units are single-family houses. This means there are 201 single family units, compared to just 15 multi-family units.

In 2017 the village has secured a grant to begin development of a senior housing complex on the Veneer Mill property. It is recommended that the Village Board considers the future impact on the village

Figure 3.1: Housing Units by Type, 2010



Source: 2006-2010 ACS 5-year estimates

from this project. Things to consider may include further investment into sidewalk development, amenities that cater to the senior demographic and how current village businesses can contribute to the success of this housing area.

Occupancy Characteristics

In 2010, about 95.7 percent of housing units in the village were occupied and 4.3 percent (10 units) were vacant. The county occupancy rate was 92.1 percent and the state had 86.9 percent occupancy.

Homeownership

Owner-occupied housing was the norm in the Village of Hatley, with 76.2 percent of occupied housing units being owner-occupied. This is noted in Table 3.4. The homeownership rate increased 4.3 percentage points from 2000 to 2010 in the village. The county’s homeownership rate dropped 2.2 percentage points while the state decreased 0.3 percentage points. Owner occupancy for the county was 73.5 percent and the state’s rate was 68.1 percent.

Table 3.4: Owner Occupancy

Minor Civil Division	2000	2010	2015
V. of Hatley	71.9%	76.2%	87.4%
T. of Norrie	89.8%	89.4%	90.1%
T. of Ringle	92.8%	92.9%	90.1%
Marathon County	75.7%	73.5%	73.2%
State of Wisconsin	68.4%	68.1%	67.3%
United States	66.2%	65.1%	63.9%

Source: U.S. Census 2000 and 2010 and ACS 2011-2015 5-year estimates

Seasonal Units

In Marathon County, the number of seasonal housing units has been increasing. From 2000 to 2010, the county experienced

a 105% percent increase. However, in the Village of Hatley, there were no seasonal units counted in either the 2000 or 2010 Census.

Value Characteristics

The median value of a single-family house in the Village of Hatley was \$95,300 in 2000 and increased to \$130,700 in 2010. This is displayed in Table 3.5. The median value was lower than in the Towns of Norrie and Ringle as well as the county and state.

When adjusted for inflation, the median value of a home in Hatley increased by 8.3 percent during the past decade. During the same ten-year period the median value increased by 18.9 percent for the state and 15.0 percent for the county, while real incomes have declined.

Table: 3.5: Median Value (dollars)

	2000 Inflation Adjusted (2010 \$)	2010	2015	2000-2010 % Change	2000-2010 Net Change
Hatley	\$120,678	\$130,700	\$153,400	8.3%	\$10,022
Marathon County	\$121,311	\$139,500	\$144,500	15.0%	\$18,189
Wisconsin	\$142,078	\$169,000	\$165,800	18.9%	\$26,922

Source: U.S. Census 2000 and ACS 2006-2010 5-year estimates and ACS 2011-2015 5-year estimates

Specified Owner Occupied Housing Units

Total number of owner occupied housing units described as either a one family home detached from any other house or a one family house attached to one or more houses on less than 10 acres with no business on the property.

Range of Values

The following figures show the distribution of housing values that existed in the village and the county in 2010. Compared to overall percentages for Marathon County, Hatley

had a range of housing values that was quite similar, with the greatest number of house values falling into the range between \$50,000 and \$149,999.

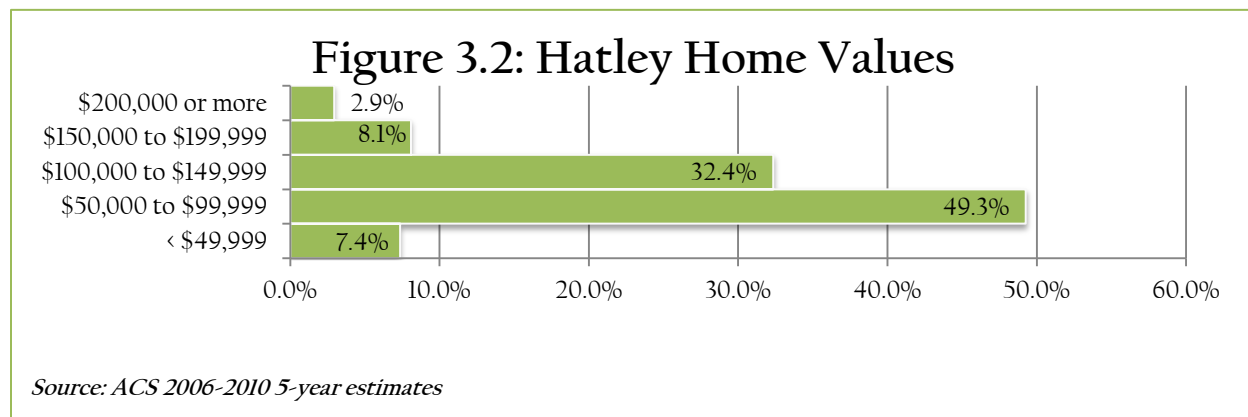
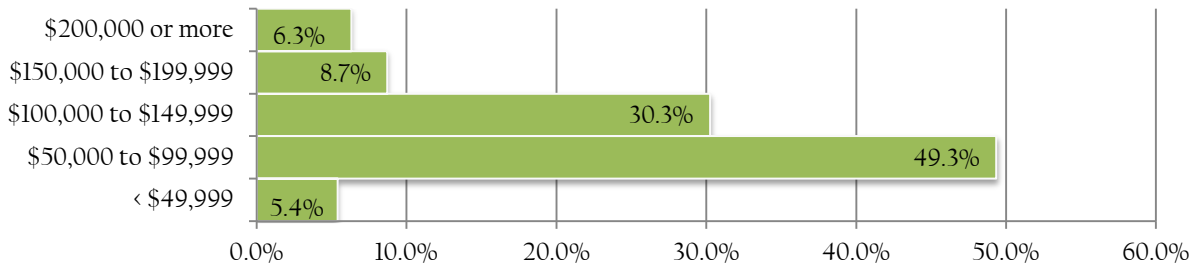


Figure 3.3 Marathon County Home Values



Source: ACS 2006-2010 5-year estimates

Monthly Housing Costs

Table 3.6 displays the monthly housing costs by tenure. The median monthly housing costs for home owners with a mortgage in the village were 5.5 percent lower than the county and 15.6 percent

lower than the state in 2010. This is unsurprisingly, given that the median home value was lower than the county and the state. Monthly housing costs for those homeowners without a mortgage were also lower than the county and state medians.

Table 3.6: Median Monthly Housing Costs by Tenure, 2010

Civil Division	Owner Occupied		Renter Occupied	
	With Mortgage	Without Mortgage	Contract Rent	Median Gross Rent
V. of Hatley	\$1,210	\$457	\$557	\$680
Marathon County	\$1,281	\$458	\$524	\$639
Wisconsin	\$1,433	\$500	\$596	\$713

Source: ACS 2006-2010 5-year estimates

Median monthly costs for renters were 6.3 percent higher than the county and 6.5 percent lower than the state. The median contract rent is the rent that is asked by the landlord. The median gross rent includes other monthly costs, such as utilities.

Affordability

The standard definition of housing affordability is for a family to spend thirty percent or less of its income on housing. When a greater percentage of household income is spent on housing, residents have less to spend on other essentials such as groceries, transportation, and healthcare. There is also less disposable income being

put into the village’s economy and residents are saving less.

In the Village of Hatley, over 25.3 percent of homeowners with a mortgage and 8.8 percent without a mortgage were cost burdened. At the same time, 21.4 percent of renters reported that they spend more than thirty percent of their income on housing in 2015. Generally there were fewer cost burdened households in Hatley when compared to the county and the state, likely because housing costs in the village are similar to Marathon County, while the median income is higher.

Table 3.7 Cost Burdened Households

	V. of Hatley	Marathon County	Wisconsin
Owners with Mortgage	25.3%	28.3%	33.9%
Owners without Mortgage	8.8%	13.6%	16.6%
Renters	15.6%	36.9%	47.0%

Source: ACS 2011-2015 5-year estimates

Homelessness

Data on homelessness is difficult to collect. Homelessness is often thought of as people living on the streets, but it is often a more hidden problem, consisting of people that have unstable housing, living in shelters, staying with friends or family temporarily, or living in a vehicle.

The efforts of most organizations working on preventing homelessness in Marathon County are directed towards preventing people from becoming homeless. Preventing homelessness is the preferred means of intervention, as it is less costly to all involved, and it helps maintain household stability. It is also widely recognized that homelessness is often the result of other problems such as housing costs, unemployment, poor credit, mental illness, domestic abuse, housing discrimination, and drug addiction. Vice versa, homelessness and housing insecurity can also cause many of the aforementioned issues, such as unemployment, drug abuse, and mental illness.

Tight rental markets increase the likelihood of a family becoming homeless for minor transgressions, or even for reporting unsafe housing conditions to officials. As such, providing an integrated network of support is essential to address this complex issue. In some cases, better quality basic services such as housing assistance, schools, employment services, transportation, and grocery stores can prevent homelessness. To address these issues the Marathon County Housing and Homelessness Coalition was

created in 2012. Their mission is to raise awareness, find solutions, and eradicate homelessness.

Assistance Programs

Below is a listing of some of the major programs utilized. Each year new programs are available.

State Programs

WDOA

The CDBG program, administered by the WDOA, Division of Housing (DOH), provides grants to general purpose units of local government for housing programs which principally benefit low and moderate income (LMI) households. These funds are primarily used for rehabilitation of housing units, homebuyer assistance and small neighborhood public facility projects. CDBG dollars are flexible and responsive to local needs.

In addition to addressing LMI housing needs, CDBG can be used to leverage other programs or serve as a local match. The grant also can be used as an incentive to involve the private sector in local community development efforts or to respond to area needs. The CDBG program often serves as a catalyst for other community development projects.

The **Low-Income Housing Tax Credit (LIHTC)** aims to encourage the production and rehabilitation of affordable housing. It provides an incentive for private entities to

develop affordable housing. The credit reduces the federal taxes owed by an individual or corporation for an investment made in low-income rental housing. LIHTC provides funding for the construction of new buildings or the rehabilitation or conversion of existing structures. To qualify, a property must set aside a certain share of its units for low-income households.

Wisconsin Housing and Economic Development Authority (WHEDA)

- Rental Assistance (Section 8) Programs
- Multifamily Loan Fund
- National Foreclosure Mitigation Counseling
- WHEDA Advantage
- FHA Advantage
- First-Time Home Buyer Advantage
- WHEDA Tax Advantage
- WHEDA Foundation Grant Program

WDOA, Division of Housing

- Housing Grants and Loans
- Shelter for Homeless and Transitional Housing Grants
- Wisconsin Fresh Start
- Projects for Assistance in Transition from Homelessness
- Homebuyer and Rehabilitation Program
- Tenant-Based Rental Assistance Program
- Emergency Solutions Grant Program
- Continuum of Care Supportive Housing Program
- Housing Rehabilitation Program – Small Cities Community Development Block Grant (CDBG)
- CDBG Emergency Assistance Program
- Neighborhood Stabilization Program
- Housing Opportunities for Persons with AIDS Program (CDBG)

Wisconsin Department of Administration, Division of Energy Services

- Home Energy Assistance Program
- Low Income Weatherization Program

Wisconsin Department of Agriculture, Trade, and Consumer Protection

- The Trade and Consumer Protection Division is responsible for the investigation of unfair and deceptive business practices and handles individual consumer complaints involving landlord/tenant complaints, and home improvement transactions.

Federal Programs

USDA-RD

The **Section 502 Homeownership Direct Loan Program** of the Rural Health Service (RHS) provides loans to help low-income households purchase and prepare sites or purchase, build, repair, renovate, or relocate homes.

The **Section 502 Mutual Self-Help Housing Loans** are designed to help very-low-income households construct their own homes. Targeted families include those who cannot buy affordable housing through conventional means. Participating families perform approximately 65 percent of the construction under qualified supervision.

The **Section 504, the Very-Low-Income Housing Repair Program**, provides loans and grants to low-income homeowners to repair, improve, or modernize their homes. Improvements must make the homes more safe and sanitary or remove health or safety hazards.

The **Section 521 Rural Rental Assistance Program** provides an additional subsidy for households with incomes too low to pay RHS-subsidized rents.

The **Section 533 Rural Housing Preservation Grants** are designed to assist sponsoring organizations in the repair or rehabilitation of low-income or very-low-income housing. Assistance is available for landlords or members of a cooperative.

US Department of Housing and Urban Development

The **Self-Help Homeownership Opportunity Program** finances land acquisition and site development associated with self-help housing for low-income families. Loans are made to the nonprofit sponsors of development projects and are interest-free. Portions of the loans are forgiven if promised units of housing are completed within a given period. These forgiven “grant conversion” funds may be used to subsidize future development projects.

The **HOME Investment Partnership Program** aims to encourage the production and rehabilitation of affordable housing. HOME funds may be used for rental assistance, assistance to homebuyers, new

construction, rehabilitation, or acquisition of rental housing.

Housing Trends

- The 2010 Census showed that the Village of Hatley had 233 housing units, an increase of 40 units from 2000. 95.7 percent of units were occupied. 76.2 percent of these units are owner-occupied.
- 30.6 percent of the housing stock was built in the 1990s in Hatley, more than any other decade.
- 91 percent the community’s housing stock is classified as being single family homes.
- According the ACS, there has been very little increase in the housing stock since 2010.
- The median value of a home in Hatley was \$130,700 in 2010, while the monthly gross rent in the village was \$591.

Chapter Five

Utilities, Community Facilities & Parks

This chapter describes the existing conditions and issues relative to the utilities available to the Village of Hatley including sewage disposal, water supply, power supply, parks and recreation, and telecommunication facilities and services. It also describes existing conditions with regard to surface water management.

Previous Plans and Studies

Marathon County All Hazard Mitigation Plan

This document examines general conditions, including an inventory of utilities, community facilities and emergency services, throughout the county. Risk assessment is at the heart of the All-Hazards Mitigation program. In order to mitigate the risks, it is necessary to assess their relative importance. The report looks at a series of mostly weather-related disasters; how they have affected the county in the past, how future instances are likely to affect the county, and how local government should respond to such occurrences. The report concludes with suggested mitigation measures that might be taken by local governments to reduce the risk from the identified hazards. Counties and incorporated municipalities are required to adopt such plans with updates every five years and the Marathon County program includes the Village of Hatley.

Inventory & Trends

Utilities and community facilities provided by the Village of Hatley or by other public or private entities are inventoried and evaluated as to their present condition and adequacy to meet the current and future needs of the village.

Public Utilities

- **Water:** The village distributes water to properties within its municipal boundary. There is one well and one water tower. Water is treated with chlorine and there have been no contamination issues. The Village of Hatley has a Wellhead Protection Plan.

The village's water distribution system is in good working condition. Generally old pipes are replaced in conjunction with road reconstruction or in response to a known problem. Hatley has a Capital Improvement Program (CIP) that indicates when pipes will be replaced, typically within a five-year programming schedule. In general, old sewer pipes and mains are replaced and upgraded in conjunction with road reconstruction or in response to known problems.

- **Waste Water:** The Hatley wastewater treatment facility was rebuilt in 1993; however it did not meet WDNR requirements and was under a WDNR

moratorium for expansion. With a \$900,000 federal appropriations grant, upgrades were completed in 2002 and the plant now meets all WDNR requirements. The wastewater collection system (pipe network and lift stations) is generally in good condition, although pipes have not been extended to serve all property in the village. Sewer line extensions were built under STH 29 to serve land there when it develops and is annexed into Hatley.

Some areas within Hatley that are not connected to the village system have on-site waste disposal systems. Depth to bedrock is not a development issue in Hatley. Soils are suitable for on-site waste disposal systems.

Chapter 15 of the General Code of Ordinances for Marathon County requires private sewage systems on all premises intended for human habitation or occupancy that are not served by public sewer. The County Code incorporates by reference rules, regulations and laws in the Wisconsin Statutes and Wisconsin Administrative Code governing private sewage systems, including Chapter SPS 83 (formerly Comm83). SPS 383 allows the use of new concepts and technologies through a system of individual component approval.

- **Storm Water:** The majority of the historic center of the village is currently served by a concrete and PVC pipe storm sewer system that is adequate. Add more about storm water and runoff and green infrastructure. Stormwater management is important to reduce the impacts of runoff, soil erosion, animal wastes and pesticides and prevent contamination of the water supply and natural resources in the village.

Stormwater management is necessary to reduce flooding and other issues caused by storms in developed areas.

There are multiple methods of stormwater management. These include traditional grey infrastructure systems of stormwater conveyance pipes and green infrastructure that mimics the natural hydrological process. Grey infrastructure efficiently collects and moves stormwater, but can create water quality problems when urban runoff is collected by the stormwater system and discharged into a body of water without treatment. Green infrastructure can be used to replace or reduce the load on grey infrastructure if the soil characteristics are appropriate. Green infrastructure increases infiltration and filtration, recharging the groundwater and reducing water quality impacts of runoff. Green infrastructure can also serve as attractive landscaping features in medians, terraces and in other landscaped areas. Some examples of green infrastructure include bioswales and rain gardens.

Stormwater incentive programs can encourage residents of the village to manage their own stormwater. For example, a stormwater fee can be charged to property owners based on impervious surface area and credits can be issued to property owners that manage their own stormwater on-site through rain gardens, bioswales, or rain barrels. These incentives then reduce the load on the stormwater system, reducing the need for public stormwater infrastructure.

- **Solid Waste and Recycling Facility:** The Village of Hatley contracts with a private company for waste management. Municipal, commercial and industrial

waste is accepted at the Marathon County Landfill in Ringle. User fees collected at the landfill defray the cost of landfill operations.

Solid waste management is best dealt with in a hierarchical structure under the following hierarchy: reduce, reuse, recycle, waste to energy, incinerate, and landfill. Studies have shown that it is possible to significantly reduce the volumes of both solid and hazardous waste generated by the United States.

Likewise, recycling reduces the amount of waste that might otherwise have to be disposed of in a landfill. Waste to energy, incineration and gasification have proven to be effective as part of a larger waste disposal strategy. Land disposal is the least desirable means of managing solid and hazardous waste because the amount of space they require and the dangers associated with them create adverse effects to human and ecosystem health. Composting can help reduce food waste and provide beneficial mulch or soil as a byproduct.

Private Utilities

- **Natural gas and electrical service:** Natural gas and electrical service in the Village of Hatley is provided by the Wisconsin Public Service Corporation (WPS).
- **Telecommunications:** Telephone service in the Village of Hatley is provided by Frontier North Inc.

Wireless broadband is provided by Frontier North, Inc. with advertised download speeds of 15 to 20 Mbps. Charter Communications also provides wired broadband at 100 to 1,000 Mbps advertised download speeds.

Community Facilities

Day Care Facilities

There were no licensed children care centers in the village, as inventoried by the Wisconsin Department of Children and Families Youngstar Program. However, there were three certified centers within a five mile radius of Village Hall.

Hospitals

The closest medical facilities are located in the Village of Weston. The closest hospital is the Aspirus Wausau Hospital.

Educational Facilities

Public Schools

The village and the surrounding area are served by the D.C. Everest Area School District which has six elementary schools, a middle school, junior high, and a senior high school. Students go to Easton for grades K-3 and to Hatley Elementary for grades 4-5. The junior and senior high schools are both in the Village of Weston, with the senior high campus located off Alderson Street and including the Greenheck Field House. There were 5,878 students enrolled in the district during the 2016 to 2017 school year and the Hatley elementary school had 104 students.

Table 5.1: Hatley Elementary School Enrollment 2012-2017

School Year	Enrollment
2012-2013	110
2013-2014	120
2014-2015	109
2015-2016	106
2016-2017	104
<i>Source: WDPI, 2017</i>	

Higher Education

The University of Wisconsin—Marathon County, located in the City of Wausau, offers lower level (freshman and sophomore) college classes, leading to a baccalaureate degree. Associate Degrees are offered in Arts & Sciences and Bachelor's Degrees (through collaborative degree programs with UW Oshkosh and UW Stevens Point) are offered in Business Administration, General Studies and Nursing. Enrollment averages around 1,100 students.

Northcentral Technical College, also located in the City of Wausau, offers 40 one- and two-year programs and certificates in business, technical, health and industrial fields. Approximately 2,300 full- and part-time students attend classes, although more than 16,000 people take at least one class annually.

In addition to the public schools, the Wausau area has two private colleges. Globe University, located in the Village of Rothschild, provides career training with 40 degree, diploma and certificate programs. Rasmussen College, located in the City of Wausau, offers bachelor's degrees, associate's degrees, certificates and diplomas in fields like business, design, education, justice sciences, and nursing.

Other Government Facilities

Village Hall

Hatley Village Hall is located at 435 Curtis Avenue, Hatley.

Library

The Village of Hatley is served by the Marathon County Public Library system. The village and the county constructed a new branch library on 435 Curtis Avenue in 2007.

The Hatley Public Library is a member of the Wisconsin Valley Library Service (WVLS). Through the WVLS shared system, library users may obtain one library card that can be used at any of the libraries within the system.

The village community center which is part of the building is available to rent for special events. Rental fees consist of a \$100 security deposit and a \$50 charge per event for village resident and a \$150 charge per event for non-village residents.



Marathon County Public Library – Hatley Branch and Community and Senior Center
Source: Village of Hatley

Parks

Local Parks and Recreation Facilities

The Village of Hatley has one park, American Legion Park, along the banks of the Plover River west of Curtis Avenue. Owned by the American Legion and leased to the village, the park currently has areas for passive recreation, as well as a ball field and tennis courts.



Marker at Legion Park
Source: Village of Hatley

The village also has the Brent Street Park. A smaller neighborhood park, it has a playground and cement slab for court games and is located on Brent Street in northwest Hatley.

County or State Parks, Forest, and Trails

Several County and State Parks are located within driving distance of Hatley. These include:

- **Mission Lake Park:** Located in Reid, Mission Lake is a 122-acre park and has facilities including three shelters, restrooms, picnic tables, grills, children's play equipment and drinking fountains. The main features are a sand beach and boat launch, with fishing being a

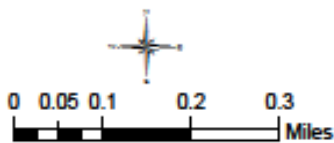
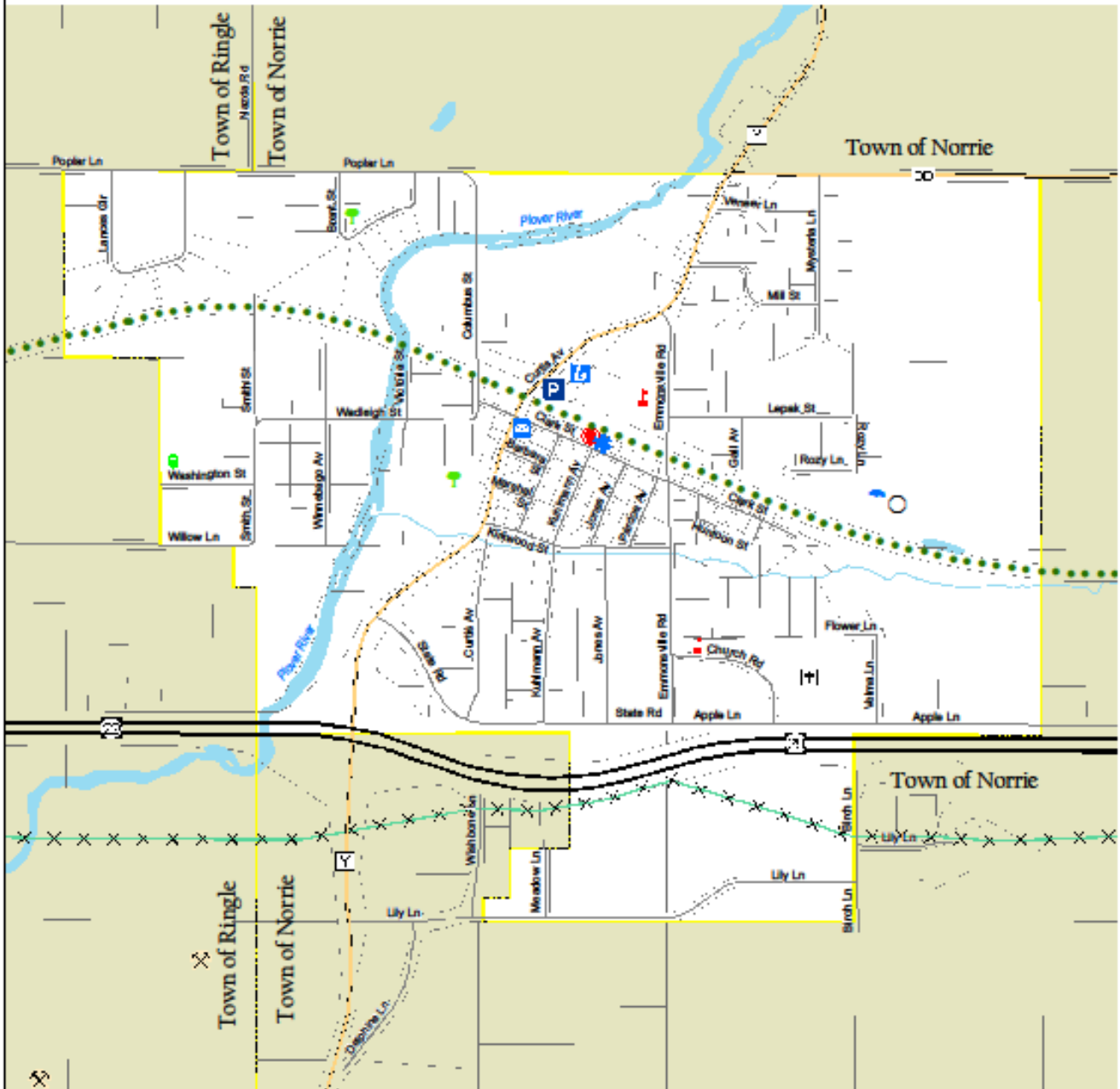
popular activity. A planned segment of the Ice Age Trail will be constructed in the park.

- **The Dells of the Eau Claire Park:** Located off CTH Y in Plover, the Dells of the Eau Claire Park surround geologic features created by the Eau Claire River. The park is 190 acres in size, bisected by the river. A dam upstream from the falls creates an impoundment that has a swimming beach and changing rooms. A large Civilian Conservation Corps (CCC) - era shelter is located north of the falls area. Park facilities include picnic tables, grills, drinking fountains and children's play equipment. There are extensive trails located along both sides of the river, including a portion of the Ice Age Trail.
- **Ringle Marsh Forest Unit:** The forest unit is a County Forest located in the Town of Ringle south of STH 29. The Ringle Marsh Unit is a mix of upland forest, primarily aspen, northern hardwoods and red oak and a large marsh on 2,016 acres of land. A portion of the Ice Age trail passes through the Ringle Marsh.
- **Ice Age Trail:** The Ice Age National Scenic Trail is a thousand-mile footpath that highlights these landscape features as it travels through some of the state's most beautiful natural areas. The trail is entirely within Wisconsin and is one of only eleven National Scenic Trails.
- **Kronenwetter and Leather Camp Forests:** The forests are located south of Ringle in the Village of Kronenwetter and Guenther. These County Forests are nearly 10,000 acres in size. Both units are open to recreational hunting, snowmobiling, and hiking.

- **Mountain-Bay State Trail:** The Mountain-Bay Trail is built on a former railroad right-of-way stretching 83 miles from the Village of Weston to Green Bay. It will eventually connect Rib Mountain with Green Bay. The current western-most trailhead is adjacent to the Village of Weston Municipal Center, where parking and trail passes are available. The trail has a crushed granite surface and passes through the Village of Hatley and rural areas in the Town of Norrie within Marathon County.
- **Rib Mountain State Park:** Rib Mountain State Park is located within the Town of Rib Mountain. The park's main feature is Rib Mountain, which at 1,924 feet above sea level is one of the highest elevations in the State of Wisconsin. The park surrounds the mountain and has the following facilities: a picnic area with 65 tables, a camping area with 31 developed sites, 3 hiking trails, a nature trail, and a downhill skiing area with 12 runs.

Map 3
Utilities & Community Facilities
 Village of Hatley
 Marathon County, Wisconsin

- Legend**
- Minor Civil Divisions
 - US Highway
 - State Highways
 - County Highways
 - Local Roads
 - Mountain Bay Trail
 - Water
 - ✕ Gas & Oil Pipeline
 - Parks
 - Trailhead Parking
 - Cemeteries
 - Library
 - Fire Station
 - Ambulance Service
 - Non-Metallic Mines
 - Post Office
 - Schools
 - Water Tower
 - Public Water Supply
 - Waste Water Treatment Plant
 - Parcels



Source: WI DNR, NCWRPC, Marathon Co.

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Chapter Six

Transportation

Transportation is necessary for the effective movement of people and goods within and with connections outside of the village. Transportation is also critical to development and land use. This chapter provides an inventory of the existing transportation facilities and services within the village.

Transportation is a crucial component of livability and provides a basis for the formulation of policy to coordinate transportation facilities with a sustainable pattern of development. The existing network, from roads to rails, needs to be coordinated to maximize efficiency for the overall system. The connection between home and work is an important part of any transportation system. A range of transportation alternatives should be supported, including walkability wherever possible.

The village is served primarily by CTH Y, which serves as a main street and main thoroughfare through Hatley. STH 29 is the primary east/west transportation corridor through Marathon County, and crosses through the southern edge of the village, with an interchange at CTH Y.

Previous Plans and Studies

Transportation planning in Marathon County is coordinated between the Marathon County Department of Conservation, Planning and Zoning (CPZ) staff and the Wausau Area Metropolitan Planning Organization (MPO); the body designated by the U.S. Department of Transportation (US DOT) to be responsible for transportation planning in the

metropolitan area. Marathon County provides staff for the Wausau Area MPO.

Regional Livability Plan

The 2015 RLP, written by the NCWRPC, addresses issues of livability in the areas of housing, transportation, economic development, and land use. The RLP identifies three major transportation issues.

- **Modes of Transportation to Work:** The region's workforce is extremely dependent on the automobile. In 2012, over 80 percent of the region's workforce drove alone to work on a daily basis. Another 10 percent carpooled, leaving less than 10 percent for the non-automobile methods such as walking, biking and using transit. The average commute time in the central sub-region, which includes Marathon County, was 18.7 minutes.
- **Age of Drivers in the Region:** The region is seeing a change in the number of licensed drivers by age groups. Between 2004 and 2013, the region saw a 20 percent decrease in the number of drivers age 17 and age 19. During the same years, the region also had a 20 percent increase in drivers over age 65. These changes mean communities will have a need for multimodal options for the younger ages and options to increase safety as drivers age.
- **Transportation Maintenance Cost:** It is expensive to maintain the transportation infrastructure in the region. The current reliance on fuel tax and registration fees is inadequate, unstable and may soon be outmoded.

The inability to fund improvements and maintenance on transportation infrastructure will impact the ability to transport goods and provide safe, reliable and efficient roads.

Connections 2030

This is Wisconsin's latest long-range, statewide, multimodal transportation plan. It identifies a series of system-level priority corridors that are critical to Wisconsin's travel patterns and the state economy.

North Central Wisconsin Regional Bicycle Facilities Network Plan

The NCWRPC created this plan in 2004 to guide the development of bicycle facilities in north central Wisconsin. The vision of this plan is to increase the mobility of people within the region by making bicycles a more viable and attractive transportation choice. The plan will strengthen the rural character of the county by connecting natural and cultural resource destinations and by connecting communities, which also will have positive economic development effects from tourism. This plan is currently being updated.

Marathon County Functional/Jurisdictional Highway Classification Study (1998)

This plan identifies and group classes of roadways that provide similar levels of service. The plan recommended that the unit of government having the greatest basic interest in the roadway's function would carry out the operation, maintenance, and improvement of the classified roadways.

Road Network

Functional Classification of Roads

According to Wisconsin Department of Transportation (WisDOT), a functionally classified road system is one in which streets and highways are grouped into

classes according to the character of service they provide, ranging from a high degree of travel mobility to land access functions. At the upper limit of the system (principal arterials, for example), are those facilities that emphasize traffic mobility (long, uninterrupted travel), whereas at the lower limits are those local roads and streets that emphasize access.

The functional classifications are generally defined as:

- *Principal Arterials* serve corridor movements having trips length and travel density characteristics of an interstate or interregional nature. These routes generally serve all urban areas with a population greater than 5,000 or connect major centers of activity, the highest traffic volumes and the longest trip desires.
- *Minor Arterials*, in conjunction with principal arterials, serve cities, large communities and other major traffic generators providing intra-community continuity and service to trips of moderate length, with more emphasis on land access than principal arterials.
- *Collectors* provide both land access service and traffic circulation within residential neighborhoods, commercial areas and industrial areas. The collector system distributes trips from the arterials through the area to the local streets. The collectors also collect traffic from the local streets and channel it onto the arterial system.
- *Local Streets* comprise all facilities not on one of the higher systems. They serve primarily to provide direct access to abutting land and access to the higher order systems. Local streets offer the

lowest level of mobility and serve the through-traffic movement on this system is usually discouraged.

Jurisdiction

Roads are commonly classified in one of two ways: by ownership or by purpose. Jurisdictional responsibility refers to ownership of a particular road, while functional classification, as described above, identifies the road by the level of service it provides.

Jurisdiction refers to governmental ownership, not necessarily responsibility. For example, some state owned roads are maintained by local jurisdictions. Additionally, the designation of a public road as a “Federal-aid highway” does not alter its ownership or jurisdiction as a state or local road, only that its service value and importance have made that road eligible for Federal-aid construction and rehabilitation funds.

Ownership is divided among the federal, state, and local governments. States own over 20 percent of the national road network. The Federal Government has responsibility for about 5 percent, primarily in national parks, forests and Indian reservations. Over 75 percent of the road system is locally controlled.

In some cases, local municipalities are responsible for conducting routine maintenance and minor repairs on state and federal highways within their jurisdictional boundaries. In return, the state generally provides financing to those jurisdictions. However, major repairs and reconstruction are generally still the responsibility of WisDOT.

Major Road Facilities

Roadway facilities, including jurisdictions (i.e. U.S., state, and county highways) are

shown on **Map 4: Transportation Map**. The following is a brief description of the major road facilities located in the village. Functional classification and jurisdiction are summarized for all major roads.

- **State Highway 29** is an east-west, four-lane divided principal arterial. STH 29 runs along the southern edge of Hatley, providing access to the Wausau metropolitan area to the west and Green Bay to the east.
- **County Highway DD** is an east-west minor collector that provides the northern boundary of Hatley east of CTH Y. CTH DD provides a connection between CTH Y and CTH D.
- **County Highway Y** (Emmonsville Road) is a major collector route through the village connecting to STH 29. CTH Y follows STH 29 between Emmonsville Road and Curtis Avenue. CTH Y south is an extension of Curtis Avenue.
- **Curtis Avenue** is designated as a local street but does serve as a major route into Hatley from STH 29. A grade-separated interchange is programmed recently replaced the at-grade intersections along STH 29. The new STH 29/CTH Y interchange connects to Curtis Avenue and a frontage road along the north side of STH 29 provides access to adjacent properties.
- **Clark Street** is designated as a local road although it serves as Hatley’s Main Street through the business district.

The Village of Hatley road network consists of roughly 2 miles of federal highways, 4.5

miles of state highways, 1.2 miles of county highways and 7.7 miles of local roads.

Crashes

Crash data in this section is taken from the Traffic Safety Council (TSC) Crash Mapping program through the University of Wisconsin Traffic Operations and Safety Lab (TOPS Lab). Seven crashes occurred along STH 29 between 2001 and 2017, while three occurred along CTH Y. Two crashes occurred along Clark Street, and two more occurred along State Road. There were no fatalities as a result of any of these crashes, although two fatalities have taken place immediately outside the village’s borders in Norrie.

Road Maintenance

The Pavement Surface Evaluation Rating (PASER) system, which was designed by the Transportation Information Center of the University of Wisconsin-Madison, is the rating system used most by Wisconsin communities. PASER rates road surfaces on a scale of 1 to 10. This scale is broken down as follows:

- “0” = failing
- “1” and “2” = very poor condition
- “3” = poor condition
- “4” and “5” = fair condition
- “6” and “7” = good condition
- “8” = very good condition
- “9” and “10” = excellent condition

Table 6.1 shows pavement conditions in Hatley. Roads exhibiting a surface condition rating at or below “fair” must be examined to determine what type of reconstruction or strengthening is necessary. The roads that display a surface rating of “good” or better will only require minimal preventative maintenance to promote safe travel

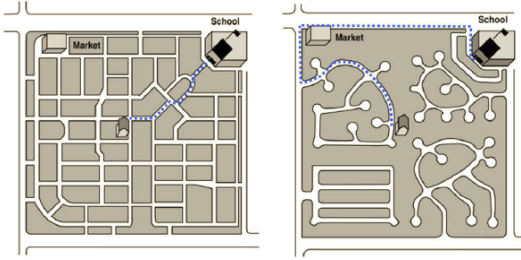
conditions. About 86% of road segments in the village are rates as “good” or better as of 2017.

Table 6.1: Summary of Pavement Conditions

Surface Type	Miles
Sealcoat or Gravel Road	0.33
Asphalt and Concrete	8.57
Surface Condition Rating	Miles
Very Poor	0.06
Fair	1.18
Good	5.14
Very Good	1.05
Excellent	1.45
<i>Source: WisDOT, 2017</i>	

Roadway Improvements

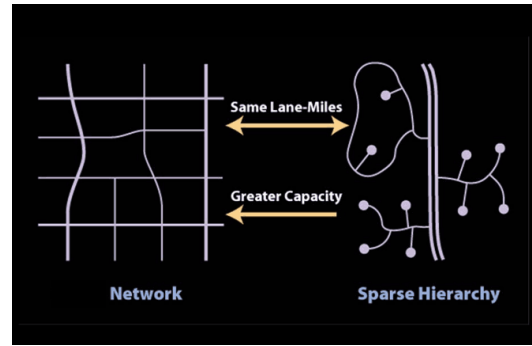
- **County Resources:** Marathon County issues driveway permits and implements access restrictions on all properties fronting a lettered county road. The County Trunk Highway Access-Driveway Policy addresses the requirements regarding culverts, access width, slope, visibility and spacing. The policy is available through the Marathon County Highway Department.
- **Connectivity:** Providing a strong connected network of roads and pedestrian facilities can help distribute traffic, reduce travel distances and times, improving routing for transit and reduce walking distances. Good connectivity also provides better routing opportunities for emergency and delivery (EMS, fire, police, solid waste, recycling, snow plow, mail) vehicles. They can also reduce speeding and increase safety. All of these effects can play a positive role in reducing congestion and traffic on the state network.



Connectivity and Trip Distance
 Source: Kentucky Transportation Cabinet.
 Street Connectivity Zoning and Subdivision

For automobiles, a poorly connected network increases travel distances and requires travelling on larger collector and arterials for local trips, increasing the amount of traffic on these roads. In well-connected networks, streets can be narrower because there are more options to distribute traffic, improving safety and speeds.

Connectivity is achieved by providing connections within individual developments, between developments and by having a well-planned collector road network to compliment the arterial highway network. Well connected road networks typically have shorter road lengths with more intersections, minimize the use of dead-end streets, strategically use but minimize cul-de-sacs, create bicycle and pedestrian connections and offer multiple options in route choice. Research has also shown that a network of many small highly connected streets has the same number of lane miles, but lower capacity than a less connected network of large streets.



Connectivity and Capacity
 Source: Atlanta Regional Commission
 Strategic Regional Thoroughfare Plan

- **Highway 29 Interchange:** The village has identified the STH 29 interchange and intersection with CTH Y as a priority area for roadway improvements in Hatley in the survey circulated to inform this plan. More specifically, the elevation in the immediate landscape of the interchange presents significant sightline issues. The village has corresponded with WisDOT regarding this issue within the past 15 years, and a desire to resolve this issue was expressed in the comprehensive plan survey.

Trip Patterns

The village is located about 30 minutes from the City of Wausau and acts as a bedroom community for many workers. According to US Census Longitudinal Employer-Household Dynamics (LEHD) data, approximately 43 people traveled into the village for work in 2015, while 205 left the village for work. Approximately 26 percent of working Hatley residents commute to Wausau for work, while ten percent commute to Weston, six percent commute to Schofield, and five percent commute to Rothschild. About 68 percent work less than 24 miles from the village, while 22 percent commute over 50 miles for work. Village residents likely do most of their shopping in the Wausau area.

Other Transportation Modes

Pedestrian

Sidewalks are the primary locations within Hatley to safely walk. A complete sidewalk system is necessary to connect most housing with most activity centers like the downtown area and other local destinations. Currently there are only sidewalks in some areas of the village.

The typical walking trip is less than 1 mile in length. Issues of most concern to pedestrians are the missing section of a sidewalk, broken sidewalks, an intersection without curb ramps, or the construction zone that forces pedestrians to walk in a traffic lane.

All trails listed under Bicycling are also open for walking.

Bicycle

The Bicycle & Pedestrian Plan for the Non-Urbanized Area of Marathon County, Wisconsin, 1996 identified recommended bicycle routes in Marathon County. These recommended routes were based on traffic counts and condition of pavement. Formal action has not occurred to adopt these as designated bicycle routes. Suggested routes in Hatley include CTH Y, along with the Mountain-Bay Trail.

The Mountain-Bay Trail runs through the village along an abandoned railroad corridor. The trail is seen as an asset to the community, from an economic as well as a recreational perspective. However, new roads are not permitted to cross the trail, which could create some landlocked parcels. If development occurs adjacent to the trail, special consideration should be given to provide bicycle and pedestrian access to the trail. Research has shown that multi-use trails increase the value of nearby

residential properties and providing access to a large regional trail like the trail will provide a unique and attractive living experience that is desirable by many people.

A March 2001 community survey found that 63 percent of respondents had used the Mountain-Bay Trail for walking or jogging, while 42 percent reported using the trail for biking. 28 percent and 9 percent reported using the trail for snowmobile and ATV use, respectively. Almost 50 percent of respondents favored provision of amenities such as restrooms, a shelter, drinking fountain, improved signage, or parking for trail users.



Mountain-Bay State Trail
Source: Wisconsin Department of Natural Resources

Bus/Transit/Rail

There are no transit systems within Hatley.

Transportation Facilities for Disabled

There is no public transit service currently available in the Village of Hatley. Elderly, needy and disabled transit service is provided throughout the county through North Central Health Care (NCHC). The services include semi-fixed routes that are scheduled and demand services available with a 48-hour notice.

The nearest intercity bus access is available at the MetroRide transit center in downtown Wausau. Service is provided by Jefferson Line and Lamers Bus Lines to Minneapolis, Green Bay, Madison, and Milwaukee.

Other transportation services for the disabled, needy, and elderly in the village include Handi Van, a private company with a wheelchair equipped van providing medical appointment transportation for Hatley residents Monday to Friday; and Senior Shuttle, sponsored by Hatley Community Bank and coordinated by the Hatley Senior Center.

Airports

The area is served by the Central Wisconsin Airport (CWA), as well as the Wausau Municipal Airport.

The CWA is a regional non-hub airport, located east of Mosinee and accessible via I-39. It is the only airport within Marathon

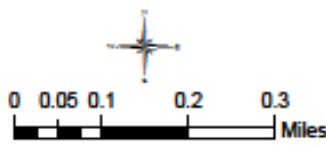
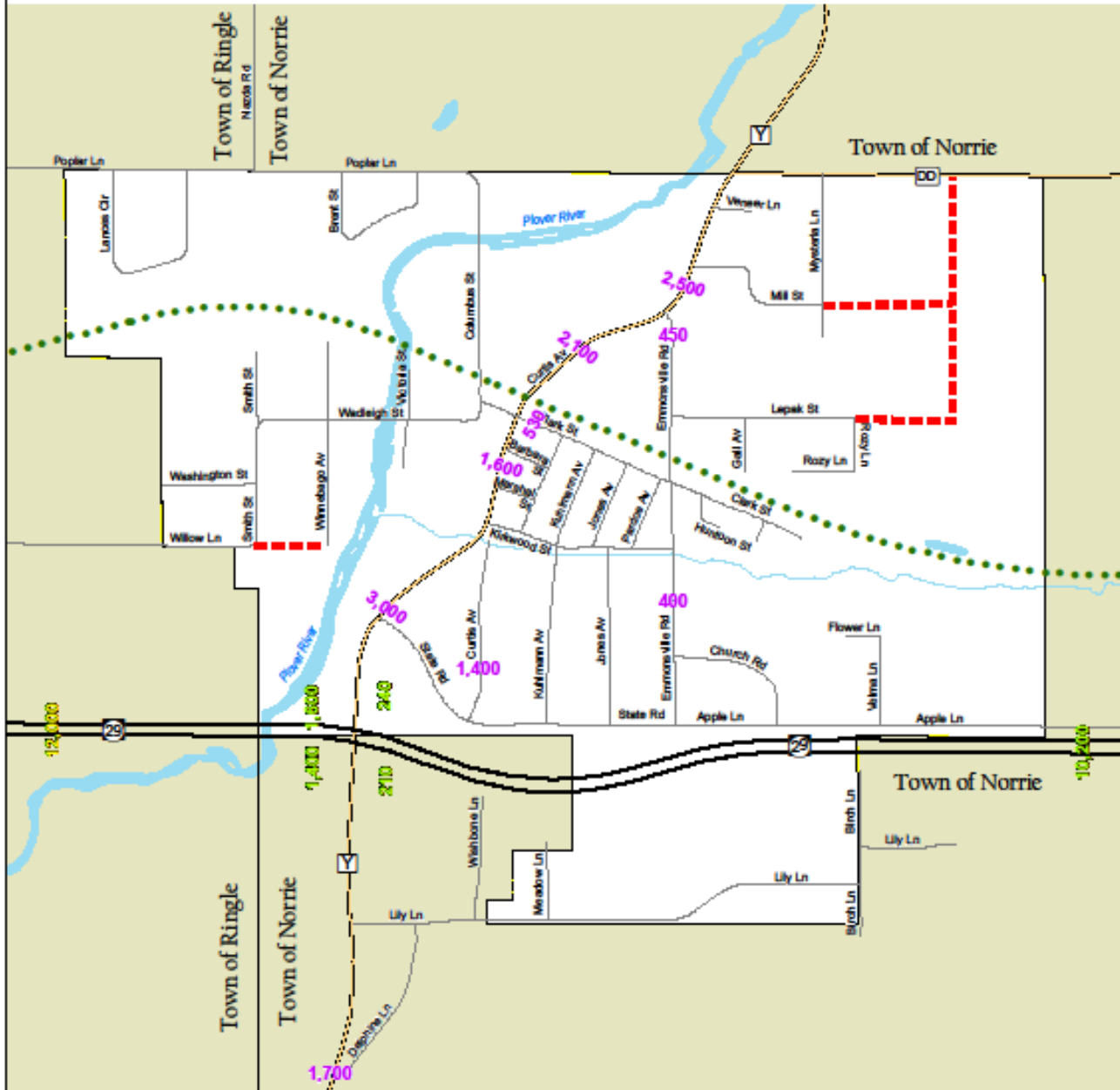
County or neighboring counties that provides scheduled air passenger services. The airport is owned by Marathon and Portage Counties and is governed by the Central Wisconsin Joint Airport Board. It is currently served by three airlines; Delta, American, and United Airlines; and operates nine daily departures.

The Wausau Municipal Airport, located in Wausau, provides general aviation services and is fully equipped to receive large corporate jets, charters and privately owned aircraft. Air charter, flight instruction, aircraft rental, scenic rides, as well as aviation line services such as refueling, are some of the services available.

Map 4
Transportation
 Village of Hatley
 Marathon County, Wisconsin


Legend

- US Highway
 - State Highways
 - County Highways
 - Local Roads
 - Minor Civil Divisions
 - Mountain Bay Trail
 - Proposed Roads
 - Water
- 500 Average Daily Traffic Count, 2016
 - 500 Average Daily Traffic Count, 2013
 - 500 Average Daily Traffic Count, 2010



Source: WI DNR, NCWRPC, Marathon Co., Wis DOT

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Chapter Seven

Economic Development

The condition of the local economy directly influences local growth and development and therefore must be considered when planning for a community's future. Employment patterns and economic trends generally occur on a regional scale. Oftentimes residents of one community work in another. Similarly changes in a major industry can impact jobs and growth far beyond the community where the business is physically located.

It is therefore important to understand a local community's economy in light of its regional context. The following section provides a brief overview of the economy in Marathon County, in terms of the economic environment, key economic sectors and the regional labor force and employment projections. A more specific description of the village includes employment trends, major local employers or industries and where most residents of the Village of Hatley work. Potential economic development opportunities and/or issues regarding the local economy are also identified.

Previous Plans and Studies

The following is a list of previous plans and studies related to economic development in Marathon County and the Village of Hatley:

Marathon County Comprehensive Plan, 2016

The plan covers economic development in both the inventory and plan recommendation sections. The inventory information is a brief overview of labor force, commuting patterns, economic base, environmentally contaminated sites and economic development programs. Goals,

objectives, policies and recommendations are provided in the plan recommendation section. Some of the recommendations relate to site availability, desired economic focus, reuse of environmentally contaminated sites and design standards.

Metro Region Economic Development Assessment, 2017

This plan details a regional economic development strategy for the metro region (synonymous with the Cities of Mosinee, Schofield and Wausau, the Villages of Kronenwetter, Marathon City, Rothschild and Weston, and the Town of Rib Mountain) that recommends intergovernmental collaboration as a recommended approach to addressing economic challenges. While the Village of Hatley is not located within the metro region, the economies of Hatley and the urbanized Wausau area are closely linked as about half of Hatley's population is employed within the metro region.

Regional Livability Plan

Economic Development is one of the four elements included in the RLP, adopted by the NCWRPC in 2015. The Economic Development Assessment Report, a component of the plan, looks in detail at the economic health of the 10-county region and identifies trends and issues facing the local economy. The RLP addresses three issues: the disparity between the available labor force and employment, the need for a living wage, and broadband internet access. The four economic development goals of the plan are as follows:

- Goal 2: Ensure the future availability of a skilled and flexible workforce.

- Goal 3: Support and develop a diverse economic base ensuring economic growth and resiliency.
- Goal 4: Support infrastructure needed for economic development
- Goal 5: Develop tourism and the knowledge-based economy into leading economic sectors

United Way LIFE Report

The LIFE Report is a joint effort of Marathon County and the United Way. Its purpose is to provide a reference for the community to evaluate strengths and weaknesses and identify priority issues. The report, which is published every two years, serves as a tracking vehicle to show how the community has changed over time. Two of the sections of the report focus on education and on the economic environment.

The education report tracks childcare, kindergarten readiness, enrollment by racial and economic differences, school district expenditures, reading comprehension, mathematics proficiency, high school graduation rates, and higher education. Challenges facing education according to the 2013 report include limited access to child care in rural areas, school district revenue cuts, an increase in economically disadvantaged students, and fewer residents attaining post-secondary education relative to state averages.

The economic environmental report tracks many economic indicators including employment, job satisfaction, income, unemployment, poverty, economic impacts of transportation, and tourism. Challenges facing the economic environmental according to the 2013 report include high unemployment despite employer needs in select industries, resident concerns about jobs providing living wages and career advancement, and a strain on county services to unemployed residents.

Marathon County: A Next Generation Talent Magnet

This report, developed by Next Generation Consulting, addresses the question, “What will it take for Marathon County to be a destination for top talent?” As part of the research process, a “handprint” for Marathon County was developed to contrast the county’s assets with other communities. According to the study, Marathon County meets or exceeds the standards of its peer regions in five of the seven measures indexes – vitality, earning, cost of lifestyle, after hours, and around town. The county falls short in two categories – social capital and learning. The report also identifies nine priority areas of focus to address moving forward. The top four priority areas were:

1. Engage emerging leaders
2. Create green economy, e.g. industries
3. Create “next generation” businesses
4. Develop a long-term funded plan

ALICE Report: Asset Limited, Income Constrained, Employed

This report, developed by the United Way of Marathon County, describes the 31 percent of households in Marathon County that are above the poverty level (10 percent of households are below the poverty level) but still struggle to afford basic household necessities, or ALICE households. These households are largely employed but do not earn enough in wages to meet the “household survival budget,” which does not allow for any savings. The report states that may ALICE households provide vital services, such as retail, health care, child care, and security, but cannot make ends meet on the income from these jobs.

It also breaks down the data by the municipal level, and shows that 31 percent of the households in the Village of Hatley

are either below the federal poverty level or are ALICE households, significantly lower than the county as a whole, and comparable to its neighbors, the Towns of Norrie and Ringle.

County Economic Environment

Originally, the Marathon County economy was based on forest resources and diversified agriculture. Increased population and infrastructure – railroads, roads and dams for power enabled the area to evolve beyond simple agricultural and logging operations. Resources that once left the area unprocessed were now transformed into finished products in the county, providing employment opportunities and adding value in forest products and agricultural processing. A number of related manufacturing operations grew up in the area, some based on forest products and agricultural products, others supplying the existing industries with fabricated metal products. As these industries progressed, so did industries such as transportation, communications, public utilities, government, trade, finance, insurance and real estate. The county now enjoys a well-diversified economy.

Key Economic Sectors

Key sectors of a regional economy can be identified by size; by growth or decline in employment; by a concentration of the industry in the local area exceeding the national concentration. An industry that shows a higher concentration of employment than the national average is considered a “basic industry” and is identified by a technique called “Location Quotient” analysis. Basic industries are those sectors that export a product or service from the local community into the national or international economy. They are a critical part of the “economic engine” for a

region, affecting the growth and health of many dependent sectors such as retail, transportation, construction and local services.

In 2016, there were 76,624 jobs in Marathon County, which had a Gross Regional Production of 6.5 billion that same year. **Table 6.1** shows a select number of industries by employment in Marathon County in 2011 and 2016. In 2016, the Manufacturing Industry (NAICS 31) was the largest employment sector with 16,369 workers. Health care and social assistance (NAICS 62) and retail trade (NAICS 44) were second and third with 9,395 and 8,300 workers respectively.

In terms of job growth, mining, quarrying and oil and gas extraction (NAICS 21) was the fastest growing industry from 2011 with a growth rate of 315 percent, adding 82 jobs. The management of companies and enterprises industry (NAICS 55) was second, employing an additional 1,973 workers, a 274 percent increase. The third fastest industry was arts, entertainment, and recreation (NAICS 71) increasing 51 percent, or by 378 workers. The management of companies and enterprises (1,973 jobs), Manufacturing (1,458 jobs), and health care and social assistance (853 jobs) industries added the most jobs overall. Administrative and support and waste management and remediation services came in fourth, adding 489 jobs.

It should be noted that the number of employees in certain sectors, particularly those workers engaged in crop and animal production, which includes forestry, may be understated because this information utilizes the Wisconsin Department of Workforce Development data; those who are self-employed or work in family businesses are not reflected in this data.

Table 6.1: Jobs by Industry – Marathon County

NAICS	Description	2011 Jobs	2016 Jobs	2011-2016 Change	2011-2016 % Change
31	Manufacturing	14,911	16,369	1,458	10%
62	Health Care and Social Assistance	8,542	9,395	853	10%
44	Retail Trade	8,539	8,300	-239	-3%
90	Government	7,895	7,983	88	1%
52	Finance and Insurance	4,920	4,807	-113	-2%
72	Accommodation and Food Services	4,680	4,799	119	+3%
42	Wholesale Trade	4,206	4,321	115	+3%
23	Construction	2,882	3,106	224	8%
81	Other services (Except Public Admin.)	3,204	2,888	-316	-10%
55	Management of Companies and Enterprises	719	2,692	1,973	274%
Total		71,424	76,624	5,300	7%

Source: Economic Modeling Specialists International (EMSI), 2017.3

Five industries lost jobs from 2011 to 2016. Other Services except Public Administration (NAICS 81) lost 316 jobs, decreasing 10 percent. Retail Trade (NAICS 44) decreased its employment by 3 percent, or 239 jobs; while Finance and Insurance (NAICS 52) lost 113 jobs. Transportation and Warehousing (NAICS 48) and Information (NAICS 51) lost 77 and 69 jobs respectively.

In 2016, Marathon County generated 10.5 billion dollars in export revenue. Export revenue is money received in the region through foreign and external domestic sources. Manufacturing was the highest export industry accounting for 4.8 billion dollars, or 46 percent of total export revenue. Finance and Insurance was the second highest export industry accounting for over 1.4 billion dollars, or 14 percent of total export revenue. Health Care and Social Assistance was the third highest export accounting for over \$664 million. The ability to export goods and services is essential to the county's economy as it introduces new money to the economy, rather than simply circulating money that is already in the region. This influx of new

revenue is redistributed throughout the economy at local restaurants, suppliers and retailers.

Job Growth

Between 2011 and 2016, Marathon County added 5,300 jobs, an increase of 7 percent. The State of Wisconsin experienced a job growth of 6 percent and the nation which increased 9 percent. Based on National Growth Effect (6,282), an Industry Mix Effect (-543) and the Competitive Effect (-539) the region would expect to add 5,739 jobs in this industry over the next ten year time period based on a shift share analysis.

While a location quotient analysis provides a snapshot of the economy at a given time, shift-share analysis introduces trend analysis (change over a period of time). This is an analysis technique that examines economic change and incorporates a “what-if” component. The theory behind shift-share is that local economic trends can be determined to be “up” or “down” relative to national trends, called the National Growth Component. It also identifies if the growth is in fast or slow growing industries or sectors, call Industrial Mix; and finally, it

identifies how competitive an area is for attracting different economic sectors, called the Competitive Share. Both models use the same employment data.

The industrial mix effect represents the share of regional industry growth explained by the growth of the specific industry at the national level. The national growth effect explains how much the regional industry's growth is explained by the overall growth in the national economy. The regional competitiveness effect explains how much of the change in a given industry is due to some unique competitive advantage that the region possesses, because the growth cannot be explained by national trends in that industry or the economy as a whole. As a result of the regions unique competitiveness, the county should continue to grow.

Agricultural Economy

The Marathon County agricultural economy contributed 821 million dollars to the county's income, or 12.1 percent of the county's income in 2012. The crop and animal production (NAICS11) provided employment for 1,043 persons in 2016. The county's top commodities in 2012 were milk (\$249.8 million), grain (\$78.8 million) and cattle (\$40.1 million). Twenty-two plants process milk in the county.

There are 485 farms in the county. Forty-eight percent of the county's land, or 479,045 acres, is devoted to agricultural production. This is an 18.31 percent reduction in farmland since 1987. In 1987, an acre of farmland was valued at 751 dollars, while in 2012 an acre was valued at 2,916 dollars.

Other forces that create an environment of change in the rural area:

- The average age of the current agricultural owner/operator is nearly 53.6; a large number are nearing retirement.
- The low entry rate into agriculture reflects the high capital investment and low profit margins. Furthermore, there are fewer farm operators who are reporting farming as their primary occupation.
- The number of dairy farms decreased by nearly 16 percent between 2007 and 2012. This continues a decade's long trend.
- Local milk production is not sufficient to reliably meet the demand of local dairy processors.

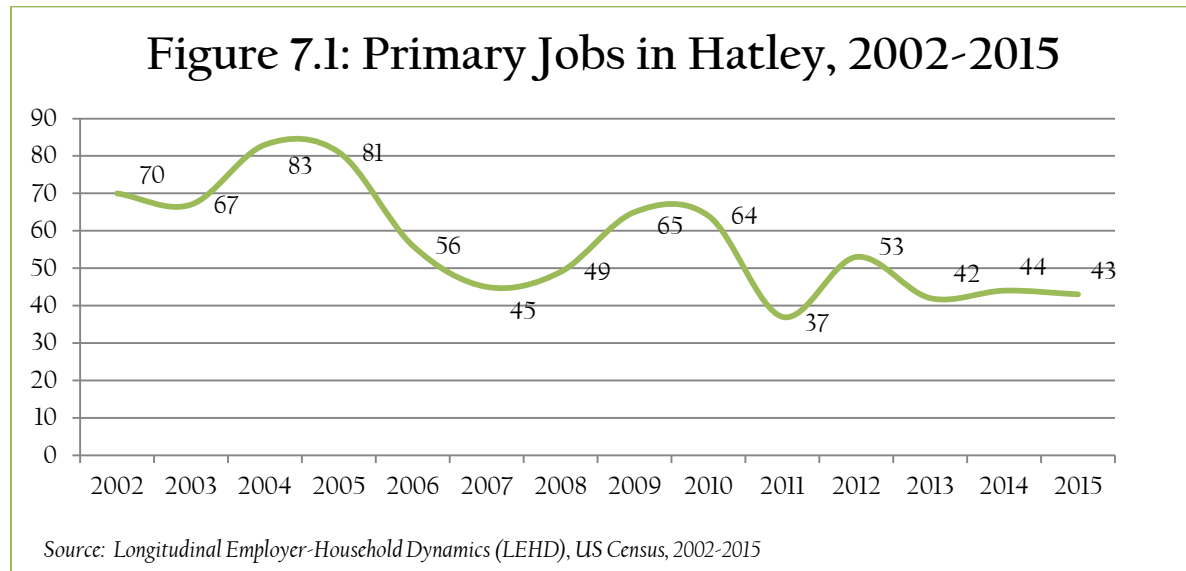
Local Economic Environment

Hatley's first economic endeavors were centered primarily on logging activities. Today, the majority of jobs are in the accommodation and food services industries. The relatively lack of jobs compared to population in Hatley indicate that the village largely serves as a bedroom community to the Wausau metropolitan area. The village could analyze what it is that attracts people to the area to better prioritize and focus development and improvements. Many of the workers in village are in low wage sectors. It is important to have a range of housing options, so those that work in the village can afford to live in the village if they choose. Currently, it is estimated that very few workers employed in the village live in the village, so these low wage workers are dependent on reliable transportation options and those without reliable transportation may have difficulty holding a job. This may also make it more challenging

for businesses in Hatley to find qualified workers.

In 2010, there were 64 primary jobs in the village. This was six fewer jobs than seen in 2002. The number of jobs in the

village can be seen in Figure 7.1. 40.6 percent of workers were making \$1,250 per month or less in 2010. By 2014, this figure had increased slightly to 50.0 percent.



The largest industry employer in the village was accommodation and food services. This industry employed 23 people. There were 41

people employed in retail trade in 2005, but this had shrunk to six in 2015.

Chapter Eight

Land Use

The Village of Hatley is located on the western boundary of the Town of Norrie and has expanded westward into the Town of Ringle. A primary service center in eastern Marathon County, Hatley has a strategic location north of STH 29 at the intersection with CTH Y.

Previous Studies

Regional Livability Plan

Land Use is one of four elements included in the RLP, adopted by the NCWRPC in 2015. The Land Use Assessment Report, a component of the plan, looks in detail at the land uses through the 10-county region and identifies trends and issues facing land use. The RLP addresses two issues:

- Preserve and protect the region's landscape, environmental resources and sensitive lands while encouraging healthy communities.
- Manage and reduce vacant land and structures.

Marathon County Comprehensive Plan

The Marathon County Comprehensive Plan is a policy plan. The overall goal of the Comprehensive Plan is to add a county-level perspective and planning direction that complements and strengthens local planning efforts, as well as provide guidance to the communities within Marathon County. The plan describes existing and

future land uses, and regulatory tools for land use.

Marathon County Farmland Preservation Plan, 2013

The purpose of the Farmland Preservation Plan is to guide and manage growth and development of land use in a manner that will preserve the rural character, protect the agricultural base and natural resources, and contribute to the safety, health, and prosperity of Marathon County's communities. The Farmland Preservation Plan identifies 15-year growth areas and farmland preservation areas for each town within the county. Farmland preservation areas are generally around prime farmland and existing productive agricultural areas. This plan forms the basis for Farmland Preservation Tax Credits.

Town of Ringle Comprehensive Plan, 2017 & Town of Norrie Comprehensive Plan, 2006

The Towns of Ringle and Norrie's Comprehensive Plans are policy plans, serving a similar purpose to the townships as this plan serves to the Village of Hatley. These plans describe existing and future land uses for the village's neighbors to the east and west. The overall goal of these Comprehensive Plans is to provide guidance for growth and other issues throughout the next 20 years. The Town of Ringle utilizes its own zoning code, while the Town of Norrie currently lacks zoning.

Current Pattern of Land Use

Table 8.1: Existing Land Use, 2015

Land Use Type	Description	Acres	Percent
Agriculture	Tilled agriculture, prime farmland, pasture, agricultural related structures, farm residences, and limited scattered rural residential.	85.1	13.6%
Commercial	Retail stores, coffee shops, taverns, restaurants, truck stops, gas stations, farm coops, farm implement dealerships, clinics, automobile dealerships, business offices, motels/hotels, offices, telephone/gas company, business incubators, etc.	18.9	3.0%
Governmental	Schools, churches, cemeteries, town halls, fire departments, community centers, etc.	19.7	3.2%
Industrial	Saw/paper/lumber mills, manufacturing facilities, industrial parks, trucking operations, distribution centers, mining operations, landfills, quarries, agricultural related processing facilities, maker spaces, etc.	4.3	0.7%
Open Grassland	Open land in wooded areas, along streams, prairies, savannas, and wetlands	56.4	9.0%
Outdoor Recreation	Ball fields, golf courses, playgrounds, parks, trails, campgrounds, and shooting ranges.	17.8	2.8%
Residential	One family structures, multiple family structures with three or more households, condos, duplexes, townhouses, and subdivisions.	154.1	24.7%
Transportation	Airports, highways, road right-of-ways, railroads, and logging roads.	96.5	15.4%
Water	Open waters, such as lakes, ponds, streams, rivers, and reservoirs.	8.2	1.3%
Woodlands	Forested land, tree nurseries, paper forests, forested wetlands, and limited scattered rural residential	164.5	26.3%
Total Land Area		625.3	

Source: NCWRPC GIS, 2015

Although the Village of Hatley dates to logging activity in the 1850s, the current community takes its form from the Chicago & Northwestern Railroad (CNW), built through the area in the 1880s. Clark Street, the traditional business district, backs up to the railroad. The former railroad alignment is now the Mountain-Bay State Trail. Other commercial development is located along STH 29. The Hatley Lumber and Supply and the Hatley Veneer Mill and its storage area are on either side of CTH Y at the north

edge of the community near the intersection with CTH DD.

Housing in the village is largely single family: of the approximately 233 housing units in the community, 91 percent are single-family, another 5 percent contain two units and 1 percent of properties contain three or more housing units. The oldest section of the community is south of Clark Street, in a section of streets running perpendicular to the former railroad line,

while the newest residential construction is located east of existing CTH Y off Lepak Street as well as another area west across the Plover River. St. Florian’s School and Hatley Elementary School are both accessed from CTH Y on the east edge of the community. The Plover River flows southwest through Hatley and crosses under STH 29 near the intersection with CTH Y. American Legion Park is adjacent to the river west of Curtis Avenue.

Existing land use was determined by using the Marathon County Land Use data from the previous plan and updating it using 2015

air photos. Table 8.1 describes the various land use categories. The Village of Hatley regulates zoning within its borders, with residential being the largest use within the village.

Development Trends

Land Values

Table 8.2 displays the assessed land values in the Village of Hatley. In 2015, the assessed value of land and improvements was \$34,326,100.

Table 8.2 Assessed Land Value (per Acre), 2015

Land Classification	# of Acres	Total Value of Land and Improvements
Residential	207	\$31,305,700
Commercial	27	\$2,909,300
Manufacturing	0	\$0
Agriculture	70	\$14,100
Forest	82	\$62,400
Agricultural Forest	4	\$8,000
Undeveloped	27	\$26,600
Other	0	\$0
Total	417	\$34,326,100

Source: NCWRPC GIS, 2015

Land Demand

The WDOA Demographics Services Center projects an increase of approximately 97 households in the Village of Hatley between 2015 and 2040. If we assume that 97 new units will be needed to accommodate these households, and assume an average net density of 4 units per acre (approximately a 10,000 square foot average lot size for a single-family home), there would need to be

approximately 20 acres of land available for residential development through 2040. Net density does not factor the land needed for public streets, sidewalks, or other non-residential land. This estimate would be lower for small lots and higher for large lots. Employment trends are used to project non-residential land demand into the future between 2020 and 2040, as shown in Table 8.3.

Table 8.3 Land Use Projections, 2020-2040 (in acres)

Land Classification	2020	2025	2030	2035	2040
Residential	164	170	176	181	184
Commercial	20	21	22	23	24
Manufacturing	4	5	5	5	5
Agriculture	78	74	71	68	66

Source: NCWRPC projections, 2017

Brownfield Redevelopment

Pursuing funding from state agencies for redevelopment of contaminated sites can reduce the uncertainty that otherwise prevents contaminated properties from being redeveloped. Action by the village to evaluate contaminants or begin remediating the property is often necessary before the private sector will be willing to invest in redevelopment. While this may require some upfront investment from the community, property values around the redeveloped properties often increase and it reduces the conversion of land from agriculture and woodland uses and improves the cost efficiency of public infrastructure, reducing the tax rate on property owners. An example of this would be the Hatley Veneer project.

Land Use Controls

Comprehensive Plans

The Village of Hatley adopted a comprehensive plan in 2006, to which this plan serves as an update. A Comprehensive Plan serves as a guide for land use and development and assists the village in making decisions about the location, type, and form of development that takes place.

Zoning

The village has its own zoning code that dates to the 1970s, with a few amendments. The zoning code includes four residential zoning districts, including two single-family

residential, one district for 1-2 family dwellings and a multi-family district. There are also districts devoted to agricultural/residential, business, industrial, quarrying and public/semipublic uses.

There is interest in updating the zoning code to accommodate anticipated changes in the community. Resident comments indicated interest in updating the zoning code to deal with issues as varied as multi-family housing, separation of uses, a dog ordinance, development controls, and various nuisance controls. The zoning map identifies the locations where each district is sited.

Extra-territorial Jurisdiction

The Village of Hatley is currently under county subdivision codes, so it does not have extra-territorial plat division review authority. A village has extraterritorial plat review jurisdiction as long as it has adopted a subdivision or land division code. Extra-territorial plat review provides the village the ability to review land divisions within the 1.5 mile extraterritorial jurisdiction. To an extent, the village can require the land divisions in this area to meet village requirements for land divisions and be consistent with adopted comprehensive plans and official maps.

The village currently has no extra-territorial zoning (ETZ) jurisdiction and cannot regulate any land use activity on its boundaries. To establish extra-territorial

zoning, a committee that includes the surrounding towns must be formed to adopt and administer an ETZ code.

Shoreland Zoning

Shoreland, shoreland wetlands and floodplain regulations are applicable in all geographic areas of the county. Wisconsin law mandates Counties to adopt and administer a zoning ordinance that regulates land use in shoreland/wetland and floodplain areas for the entire area of the county outside of villages and cities. This ordinance supersedes any village ordinance, unless a village ordinance is more restrictive. The shoreland/wetland and floodplain area covered under this zoning is the area that lies within 1,000 feet of a lake and within 300 feet of a navigable stream or to the land ward side of a floodplain, whichever distance is greater.

Related Programs

Farmland Preservation Program

The State of Wisconsin has a Farmland Preservation Tax Credit Program. The goals of the program are twofold: to preserve Wisconsin farmland by means of local land use planning and soil conservation practices and to provide property tax relief to farmland owners. Landowners keeping land in agricultural use can claim a credit on their state income tax by obtaining a zoning certificate, if the land is exclusive agriculture zoned or sign contract with the state.

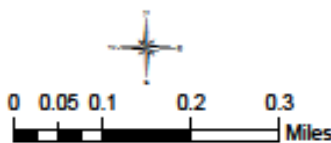
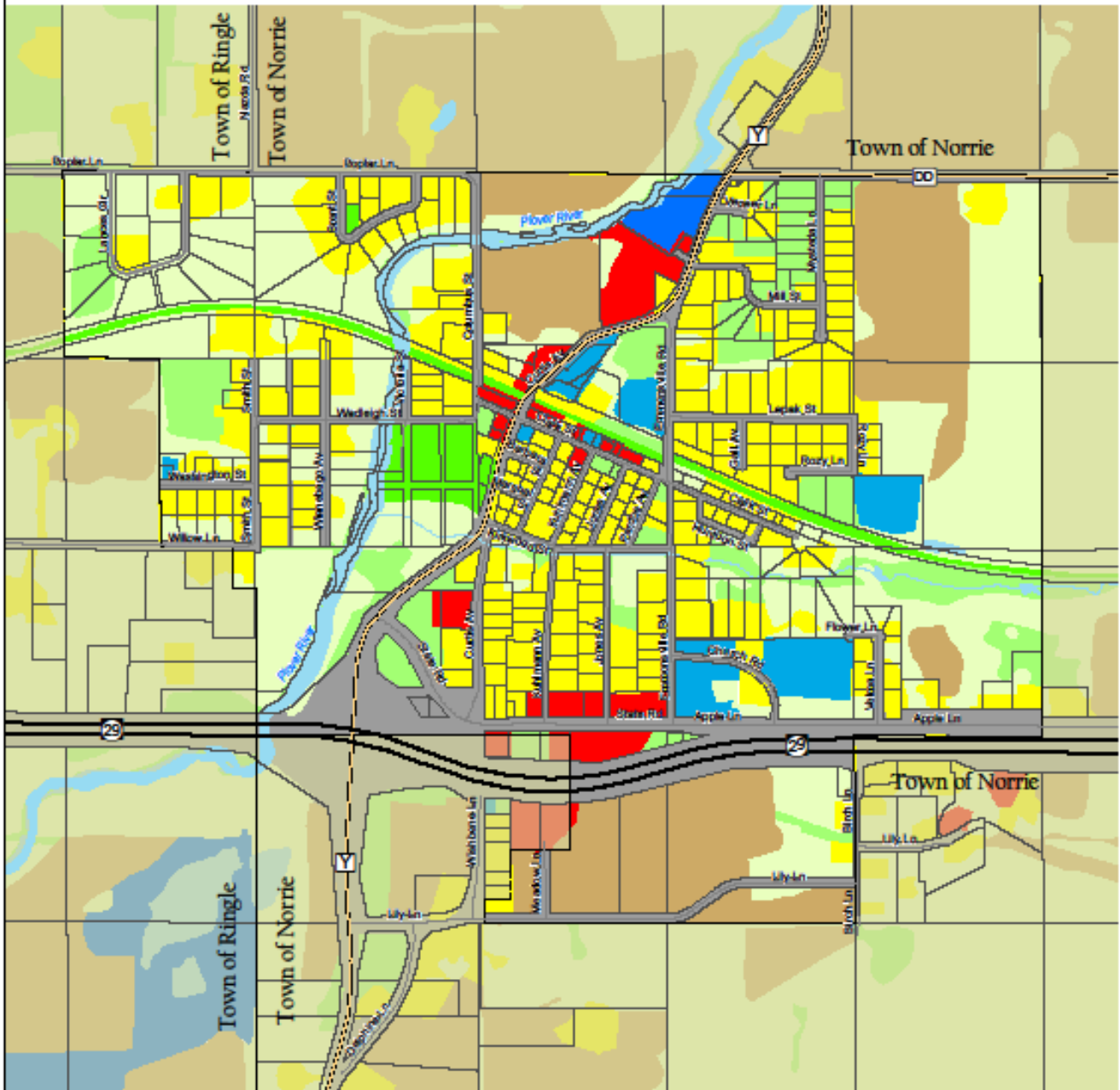
Forest Crop Law (FCL) and Managed Forest Law (MFL)

The FCL and MFL were established in Wisconsin to encourage better forest management and provide tax relief to the woodland owners. Land set aside under the FCL required at least 40 acres in one quarter-quarter section and the MFL requires at least 10 acres of contiguous forest land. Landowners may close to the public up to 160 acres of their forest lands set aside under the MFL, but the remaining program acres must be open to public access for hunting, fishing, hiking, etc. Currently there are no acres enrolled in the Managed Forest Program in the village.

Map 5
**Existing Generalized
 Land Use**
 Village of Hatley
 Marathon County, Wisconsin

Legend

-  US Highway
-  State Highways
-  County Highways
-  Local Roads
-  Minor CIVIL DIVISIONS
-  Parcels
-  Agriculture
-  Commercial
-  Governmental / Institutional
-  Industrial
-  Open Lands
-  Outdoor Recreation
-  Residential
-  Transportation
-  Woodlands
-  Water



Source: WI DNR, NCWRPC, Marathon Co
 2015 Aerial Interpretation

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



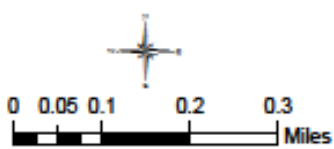
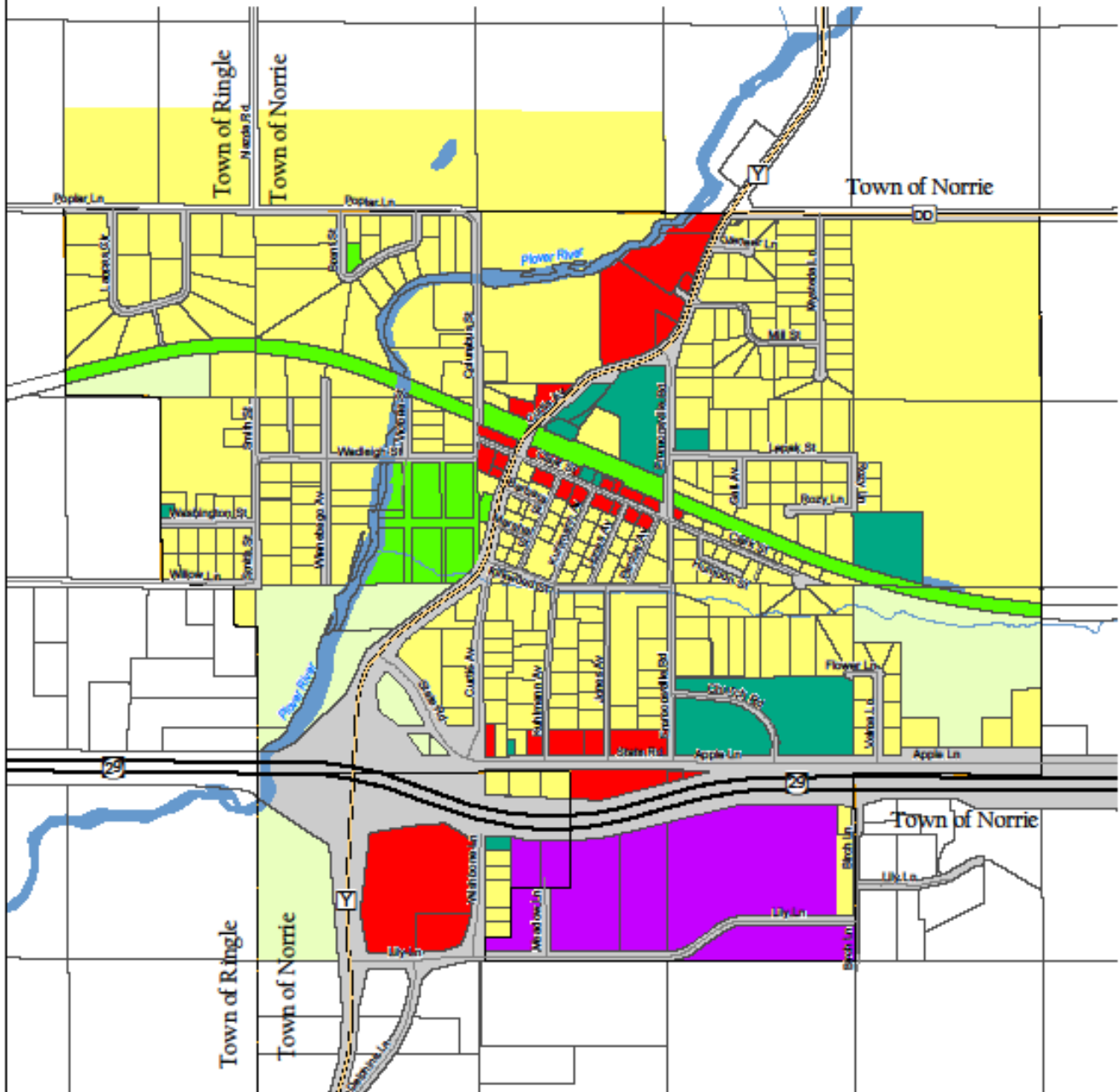
**North Central
 Wisconsin Regional
 Planning Commission**

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Map 6
Future Land Use
 Village of Hatley
 Marathon County, Wisconsin


Legend

- Minor Civil Divisions
- US Highway
- State Highways
- County Highways
- Local Roads
- Parcels
- Commercial
- Woodlands
- Light Industrial / Commercial
- Public / Quasi-Public
- Recreation
- Residential
- Transportation
- Water



Source: WI DNR, NCWRPC, Marathon Co

This map is neither a legally recorded map nor a survey and is not intended to be used as one. This drawing is a compilation of records, information and data used for reference purposes only. NCWRPC is not responsible for any inaccuracies herein contained.



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Chapter Nine

Intergovernmental Cooperation

This chapter describes existing mechanisms that the Village of Hatley uses to coordinate with other units of government, including: Marathon County, adjacent towns, the school district, the State of Wisconsin, and the federal government. The purpose of this analysis is to identify the major challenges and issues regarding intergovernmental cooperation and regional planning, including:

- Opportunities to reduce or eliminate duplication of services;
- Incompatible goals, policies and development;
- Mechanisms for conflict resolution;
- Opportunities for joint planning and decision making.

Mechanisms for cooperation and coordination primarily take the form of intergovernmental agreements, leases and contracts, and regulatory authority. These can occur between the Village of Hatley and other local, regional, state, or federal entities. Following is a brief description of the various functional areas and services that require intergovernmental coordination at various levels.

Local and Regional Level Cooperation

Shared Services

Law Enforcement

Law enforcement is provided by the Marathon County Sheriff's Office. Hatley has proposed creating a shared service with its fire and emergency response partners, but the proposal has not proceeded.

Fire and Emergency Response

The Village of Hatley has long operated its own fire district. In 1998, an expanded Hatley Area Fire and Ambulance District was created. As of 2017, service is provided to the following townships, which also contribute to the operation: the Towns of Elderon, Bevent, and Reid, and a small portion of Norrie (located adjacent to the Village of Hatley boundaries).

Cooperative Practices

Towns of Norrie and Ringle

The village should cooperate with the surrounding towns regarding extraterritorial subdivision and zoning regulation. These tools exist so that cities and villages can influence development that may be annexed eventually or that may affect development patterns and transportation near the village. An extraterritorial subdivision review and zoning code can also provide some continuity to adjacent development and set expectations for developers within the extraterritorial jurisdiction. The extraterritorial jurisdiction extends 1.5

miles from the village boundary. Both towns also have comprehensive plans – Ringle recently adopted its latest comprehensive plan in 2017, while Norrie’s Comprehensive Plan was adopted in 2006.

Marathon County

The county provides several services to the village including 911 dispatch service, access permits, maintenance and improvement of county highways, and planning and permitting oversight regarding shoreland, wetland and floodplain regulation, private sewage systems regulation, and animal waste and manure management. The county also provides oversight on compliance with county soil and water conservation policy for the Farmland Preservation Plan.

Regional Agencies

The North Central Wisconsin Regional Planning Commission (NCWRPC) provides both local planning assistance and

regional planning throughout a ten county area of north central Wisconsin.

State and Federal Cooperation

The Village of Hatley has little direct contact with state or federal agencies. State agencies do however regulate activities such as access onto state roads, shoreland, floodplain and wetland zoning oversight, navigable waters protection, compliance with water quality standards, farmland preservation tax credits and managed forest tax credit programs.

The federal government provides grant and program funding that is distributed through the state, such as the CDBG, HUD programs, the Transportation Alternatives Program (TAP). and others. The federal governmental also requires certain protections such as the Clean Water Act that are implemented through federal and state agencies such as the U.S. Army Corp of Engineers and the WDNR.

Chapter Ten

Goals, Objectives & Policies

This Comprehensive Plan identifies the goals, objectives and policies for the various plan chapters. The goals, objectives and policies are as follows:

Natural, Cultural and Agricultural Resources Goals, Objectives and Policies

1. Protect and preserve woodlands in the Village of Hatley.

Objectives

A. Consider developing a tree preservation ordinance to better control development in wooded areas.

Policies

A. Encourage the protection and enhancement of local woodlands.

B. Work with UW-Extension, the county, the WDNR, and local branches of the U.S. Forest Service to develop ordinance criteria (i.e. what type, diameter of trees should be preserved, etc.)

C. Develop and adopt a tree preservation ordinance if feasible.

2. Protect and enhance areas along the Plover River to ensure that development nearby will not have any negative effects on the river.

Objectives

A. Minimize intensive development in areas that could affect views of, or the water quality and habitat, of the river. Although

development adjacent to the Plover River is controlled by the WDNR, the village wants to be certain that any development under its jurisdiction will enhance the area near the river.

B. Support private sector efforts to improve the Plover River water quality and habitat.

Policies

A. Encourage the protection and enhancement of areas along the Plover River.

B. Establish guidelines for development located adjacent to the Plover River, including type and use.

C. Initiate discussions with the county and WDNR to evaluate current development practices.

D. Coordinate with land trust organizations.

E. Inform residents about conservation easements and implement as applicable.

F. Work with UW-Extension, the county, and the WDNR on how to implement conservation buffers and native vegetation.

3. Protect water quality and quantity throughout the Village of Hatley.

Objectives

A. Work with Marathon County and the WDNR to identify critical zones, such as groundwater recharge areas and update ordinances as needed.

B. Continue to follow state regulations that govern the water treatment plant.

C. Continue to follow regulations established in the Wellhead Protection Plan.

Policies

- A. Support the maintenance and protection of its water supply.
- B. Review the Wellhead Protection Plan on an annual basis.
- C. Use regulations established in the Wellhead Protection Plan when considering development applications.

4. Preserve historically significant buildings and sites.

Objectives

- A. Work with the local historical society and/or the County Historical Society to identify historic resources so they may be considered in future planning.
- B. Ensure that any known cemeteries, human burials or archaeological sites are protected from encroachment by roads or any development activities.

Policies

- A. Supports the preservation of historically significant buildings and sites.
- B. Work with the County Historical Society and SHPO to determine if structures are eligible for listing on the NRHS.
- C. Map historic buildings, cemeteries/burials and archaeological sites and make maps readily available for project planning and development review.

5. Improve the connection between the village and its natural resources.

Objectives

- A. Create signage and improve wayfinding to natural and recreational resources, such as the Mountain-Bay Trail and the Plover River.
- B. Improve public access to natural resources.

C. Consider purchasing or establishing public use easements for significant natural resources in the area.

D. Connect a system of village trails and sidewalks to the Mountain-Bay Trail.

E. Connect village parks and recreation areas with trails, multi-use paths, sidewalks or other non-motorized transportation infrastructure.

F. Develop marketing about the village's natural resources.

G. Add signage or wayfinding to recreation facilities at the Ringle landfill, including disc golf, mountain bike trails, and Ice Age Trail.

Policies

A. Encourage compatible and complementary uses to develop adjacent to and near the Mountain-Bay Trail.

B. Encourage voluntary conservation easements, participation in MFL programs and other voluntary programs to preserve natural resources.

Housing Goal, Objective and Policies

I. Encourage the development of new housing units and the rehabilitation of existing units.

Objectives

A. Promote affordable, quality housing.

Policies

A. Promote traditional design of neighborhoods with walkable character.

B. Conserve existing housing stock and neighborhoods through available housing rehabilitation programs and through public and private improvements to neighborhood facilities and services

C. Make use of manufactured housing as an affordable and well regulated, source of housing.

D. Encourage the preservation of historically and architecturally significant homes, buildings, structures, objects, districts. and sites.

Utilities, Community Facilities and Parks Goals, Objectives and Policies

1. Maintain high quality sewer and water services within the Village of Hatley.

Objectives

A. Continue to use the CIP process to plan and program for operation and maintenance of the treatment facility and public water system.

Policies

- A. Support the maintenance of high quality sewer and water services.
- B. Meet annually to review the CIP and amend as necessary.
- C. Stay on top of changes to state regulations that govern wastewater treatment facilities and public water systems.

2. Plan for funding of sewer and water expansion outside the current district boundaries.

Objectives

- A. Require new development to connect to village water and sewer systems.
- B. Use the CIP process to plan and program expansion of services.
- C. Monitor growth and development trends to anticipate areas where new development is most likely to occur.

Policies

- A. Encourages development of a plan to fund sewer and water expansion outside current boundaries.
- B. Meet annually to review the CIP and amend as necessary.
- C. Consider development trends when updating the CIP.
- D. Identify future growth areas that would likely be outside the existing service boundary. Target these areas for service expansion.
- E. Strictly enforce the requirement that



Village of Hatley Wastewater Treatment Facility
Source: Village of Hatley

new development connect to existing water and sewer systems.

3. Protect the village's water resources, including potable water.

Objectives

- A. Identify critical zones, such as groundwater recharge areas and ensure their protection.
- B. Continue to follow state regulations that govern the water treatment plant.
- C. Continue to follow regulations established in the Wellhead Protection Plan.

Policies

- A. Support the maintenance and protection of its water resources.
- B. Identify and map areas within the

village that have limited water supply.

C. Work with the WDNR and the county to identify and map critical groundwater recharge areas.

D. Update ordinances or place additional development regulations on areas that have limited water supply or are within a critical groundwater recharge area.

E. Identify a local point person to monitor and report any changes in state regulations that govern the water treatment plant.

F. Review the Wellhead Protection Plan on an annual basis.

G. Use regulations established in the Wellhead Protection Plan when considering development application

H. Add signage giving direction to Plover River access points.

I. Maintain access points to the Plover River.

4. Improve telecommunication services as the population grows.

Objectives

A. Determine whether residents desire/need improved cellular telephone, cable television, or other telecommunication services.

B. Advocate for additional provision of services when needed.

Policies

A. Support improved telecommunication services.

B. Survey residents to determine the need/desire for additional services.

C. Initiate contact with companies providing these services to determine the feasibility and cost of bringing additional service to Hatley.

5. Support and maintain existing community facilities.

Objectives

A. To maintain the Village Hall for local government purposes.

B. Improve information available regarding the Ringle landfill and recognize the existence as a potential deterrent to moving to Hatley.

Policies

A. Recognizes the importance of the Village Hall as the village government center.

B. Identify necessary repairs and allocate funds to maintain and/or improve the Village Hall on a regular basis.

C. Add signage to mountain bike trails and Ice Age Trail at landfill.

D. Assure residents that proper pollution controls are in place at the Ringle landfill.

6. Ensure sufficient fire and emergency service provision.

Objectives

A. Continue to participate in the Hatley Area Fire and Ambulance District and maintain and improve equipment and service.

B. Examine whether there is a need for a second fire hall in the southern half of the district.

Policies

A. Recognize the importance of adequate fire and emergency service provisions.

B. Develop a list of improvements or new equipment that is needed by the fire department, and then prioritize needs.

C. Regularly record, review and audit

emergency response times and service calls.

D. Meet annually to determine if existing service is adequate, or if another fire hall is needed.

7. Maintain existing parks in the Village of Hatley.

Objectives

A. Ensure adequate maintenance and improvement of Village parks and recreational areas.

Policies

A. Utilize the existing 2013-2018 Park Improvement Plan for the Village of Hatley to identify current areas of improvement and future opportunity for development

B. Continue to use the 2013-2018 Park Improvement Plan for the Village of Hatley beyond the year 2018 as necessary to improve Village recreational areas.

C. Develop a new five-year Park Improvement Plan for the Village of Hatley.

8. Ensure that there is adequate park land provided as new residents settle in the village.

Objectives

A. Identify potential locations that would be conveniently located for residents.

B. Study the need for park land dedication or fees in lieu of land dedication by developers.

Policies

A. Support the review of parkland relative to continued growth.

B. Identify future areas of residential growth and set aside park or green space areas to serve the residents.

C. Investigate the pros/cons of

parkland dedication vs. land dedication by developers.

9. Use the Mountain-Bay Trail to encourage development of other recreational facilities.

Objectives

A. Create a small park along the trail.

Policies

A. Encourages complimentary recreational development adjacent to the Mountain-Bay Trail.

B. Create a local parks committee to lead the development of a new park.

C. Invite residents or businesses to donate or purchase land for a park.

D. Investigate grants or other government funding for a new park.

E. Add signage directing people from STH 29 to use Hatley as Mountain-Bay Trailhead and parking.

F. Add signage to Eau Claire River Water Trail access points.

Transportation Goals, Objectives and Policies

I. Improve traffic safety within the Village of Hatley.

Objectives

A. Continue to work WisDOT to ensure that the new CTH Y through Hatley will have appropriate speed and traffic controls so that it will not have negative effects on pedestrians and vehicles within the village.

B. Develop a “toolbox” of traffic-calming methods or devices that could be implemented to better manage traffic flow and speed limits in the village.

Policies

A. Work with many parties to make sure that traffic safety is improved within the

Village.

B. Schedule regular meetings with WisDOT to discuss speed and traffic provisions along new CTH Y, including signage.

C. Work with WisDOT and the county to identify feasible traffic calming methods/devices and possible locations for such methods/devices.

Goal 2: Maintain village roads.

Objectives

A. Continue the five-year CIP to plan, prioritize and budget for maintenance and new construction.

B. Require road bonds or other contributions from new developments in order to repair damage to village streets caused by heavy construction trucks.

Policies

A. Support programs to help maintain and improve the condition of village roads.

B. Meet semi-annually to review the CIP and amend as necessary.

C. Initiate talks with the county and the state about sources of revenue to fund road improvements.

D. Implement and enforce a conditional use permit to repair damage to streets cause by developer's trucks.

E. Initiate agreements for re-paving of damaged roads when a development is complete.

F. Consider the development of an official map to identify future transportation corridors to promote connectivity and efficient infrastructure patterns.

3. Ensure that existing businesses and any new uses planned for the south side of STH 29 are readily accessible.

Objective

A. Work with the state to ensure that the new CTH Y provides convenient access.

Policies

A. Support readily available access to uses along STH 29.

B. Ensure Hatley is represented in any committees or meetings held by the state or other entities on the STH 29 corridor.

C. Share and coordinate future land use maps with other communities to coordinate access.

D. Develop an access management plan with assistance from WisDOT.

4. Improve access management along STH 29 and ensure that development occurs in areas with access.

Objectives

A. Coordinate timing of road maintenance with adjacent communities to determine if services can be shared for potential cost savings.

B. Work with surrounding communities, Marathon County and the state to carry out a corridor study along STH 29.

Policies

A. Encourage coordination between local, county, and state entities regarding development and access along STH 29.

B. Maintain contact with the state and continue to express interest in a corridor study along STH 29.

C. Be sure Hatley is represented in any committees or meetings held by the state or other entities on the STH 29 corridor.

- D. Identify and map areas along the STH 29 corridor in Hatley that are most appropriate for future development and have appropriate access. Share this information with other communities.
- E. Initiate periodic meetings with surrounding towns and the county to discuss road maintenance schedules.
- F. Annually develop a plan for any shared road maintenance, including detailed responsibilities and cost-sharing between the village and the Town of Norrie.

5. Develop policies for sidewalks in the village.

Objectives

- A. Develop a sidewalk policy regarding the reconstruction/installation of sidewalks in the village and in newly developing areas.

Policies

- A. Encourage the development of a sidewalk policy.
- B. Determine where new sidewalks are needed or existing sidewalks need to be reconstructed.
- C. Prioritize reconstruction or implementation of new sidewalks in existing areas.
- D. Develop regulations for a certain amount of sidewalk that should be implemented in a new development.
- E. Maintain existing sidewalks.

Economic Development Goals, Objectives and Policies

Goal 1: Support local industrial development.

Objectives

- A. Explore development of small industrial park south of HWY 29.
- B. Identify and secure locations for a potential light industrial/business park that will provide jobs and additional tax base for Hatley.
- C. Use the CIP process to ensure that village infrastructure (water, sewer, roads) is adequate to support industrial growth.

Policies

- A. Support local industrial development.
 - A. Initiate discussions with the property owner on their plans for expansion.
 - B. Develop criteria for siting of an industrial/business park.
 - C. Find out what industries may be interested in locating in Hatley and find out what type of land they are looking for.
- D. Identify and map sites within the village which are most suitable for industrial uses. Use the map to guide future growth.
- E. Review the CIP to ensure that adequate infrastructure is planned or exists in areas planned for industrial development.

Goal 2: Maintain business vitality in downtown to provide a mix of goods and services for the village and surrounding area.

Objectives

- A. Encourage additional businesses to locate on Clark Street.

B. Solicit bids for partners to facilitate a downtown redevelopment plan and execution of that plan

Policies

- A. Support development of a vital downtown area.
- B. Form a committee to initiate the downtown revitalization and maintenance process.
- C. Form a local Chamber of Commerce or similar organization to get business owners together.
- D. Survey local residents to find out what they would like to see in the downtown area.
- E. Hold social events downtown to show off improvements. Invite potential new business owners.
- F. Provide incentives for locating a business downtown.

Goal 3: Revitalize main street areas

Objective

A. Revitalize the main street area in Hatley to attract and keep local businesses

Policies

- A. Consider establishing a Business Improvement District (BID) along Hatley's main street. Wisconsin state legislation provides the village with a process to follow to work with business owners to establish a potential BID.
- B. Consider creating a plan or strategy to detail measures for streetscape and downtown beautification.
- C. Consider options for using the TID program to aid in assisting development or improving pedestrian infrastructure.

Goal 4: Make a conscious effort to identify businesses and services that might locate in Hatley.

Objective

- A. Conduct a market study to determine which businesses might be suitable for downtown and for the STH 29 area.
- B. Consider establishing a Village Economic Development Committee to recruit businesses and services to locate in Hatley.

Policies

- A. Encourage the identification of businesses which may want to locate in Hatley.
- B. Hire a consultant or work with the county to conduct a market study for suitable downtown and STH 29 businesses in Hatley.
- C. Invite interested and influential persons to an informational meeting about forming an Economic Development Committee.

Goal 5: Develop a marketing strategy for the village.

Objective

- A. Conduct marketing research to develop a long-term marketing plan.
- B. Consider establishing a village Marketing Committee consisting of residents and business owners in Hatley.

Policies

- A. Identify marketing vendors to facilitate strategy and execute on deliverables.
- B. Potentially hire a consultant or work with the village to conduct marketing research.
- C. Invite interested and influential village residents to provide testimonials for the village.

Land Use Goals, Objectives and Policies

1. Provide guidance for growth and facility construction anticipated for Hatley.

Objective

A. Develop a land use plan for Hatley and identify locations for all use types.

Policies

- A. Encourages development of a guide for future growth.
- B. List what types of land uses are desired or already exist in the village.
- C. Determine density thresholds for certain areas, considering availability of utilities and proximity to sensitive resources.
- D. Direct different types of development to areas which are best suited for that type of development.
- E. Document land use types and location in a land use plan.
- F. Use the adopted plan for future development as a tool when reviewing development applications.

2. Preserve Hatley's downtown as the center of the community.

Objectives

- A. Develop a downtown revitalization and maintenance plan.
- B. Enhance the streetscape of the main street as a shopping location.
- C. Attract new businesses into the downtown.

Policies

A. Support the development of the downtown area as the center of the community

B. Form a committee to initiate the downtown revitalization and maintenance process.

C. Survey local residents to find out what they would like to see in the downtown area.

D. Consider programs such as donated benches or trees to help enhance the streetscape of Main Street.

E. Hold social events downtown to show off improvements. Invite potential new business owners.

F. Provide incentives for locating a business downtown.

G. Establish design criteria for the area that captures the feeling that is to be conveyed.

3. Use the STH 29 area to create an image of Hatley for travelers.

Objective

A. Plan uses near the new CTH Y and STH 29 interchange that will identify Hatley and create an image of the community.

Policies

- A. Support unique development near the new CTH Y/STH 29 interchange that will identify Hatley for travelers.
- B. Continue to review design criteria for the CTH Y/STH 29 area.

4. Differentiate between highway commercial uses and downtown commercial uses in Hatley.

Objective

A. Concentrate highway commercial uses that cater to travelers in the STH 29/CTH Y interchange area and encourage businesses that are aimed at the local community to locate in the downtown.

Policies

A. Encourage a division in types of commercial development to cater to different users.

B. Develop a specific commercial overlay districts with criteria for what type of commercial development may occur in a given area (i.e. the interchange)

C. Provide incentives for businesses that cater to travelers to locate in the STH/29/CTH Y interchange area; likewise for local services to locate in downtown.

5. Plan for industrial expansion and new industrial areas.

Objectives

A. Work with the Veneer Mill to ensure that adequate land is available for expansion.

B. Identify locations for new industrial/business uses in Hatley.

Policies

A. Encourage the future planning of industrial uses.

B. Initiate discussions with the Veneer Mill on their plans for expansion.

C. Develop criteria for siting of industrial uses.

D. Find out what industries may be interested in locating in Hatley and find out what type of land they are looking for.

E. Identify and map sites within the village which are most suitable for industrial uses. Use the map to guide future growth.

6. Provide regulatory options for land use decision-making.

Objectives

A. Update the zoning code to provide tools for managing new development.

B. Adopt subdivision regulations to guide new development.

C. Study the need for parkland dedication or fees in lieu of land dedication by developers.

Policies

A. Encourage the use and adoption of regulatory tools to make land use decisions.

B. Update the zoning code based on current development goals and projected future growth.

C. Develop and adopt subdivision regulations with specific criteria and guidelines for developers.

D. Investigate the pros/cons of parkland dedication vs. land dedication by developers.

7. Maximize benefits of the Mountain-Bay Trail in the village.

Objective

A. Offer amenities or provide other connections that will encourage trail users to stop in Hatley.

Policies

A. Support the provision of trail amenities to the Mountain-Bay Trail.

B. Investigate grant programs or other funding sources for trail amenities such as information kiosks, connecting sidewalks, drinking fountains, etc.

Intergovernmental Cooperation Goals, Objectives and Policies

I. Ensure that annexations proceed in an orderly manner.

Objectives

- A. Develop an annexation policy that identifies procedures to be followed when annexations occur.
- B. Establish lines of communication with neighboring towns to discuss potential annexations and/or boundary agreements.

Policies

- A. Support orderly annexation.
- B. Develop an annexation policy and procedures guide.
- C. Initiate meetings with other communities when Hatley is considering annexation.
- D. Attend meetings initiated by other surrounding communities.
- E. Schedule/attend regular meetings during the annexation process.

2: Address disjointed village boundaries.

Objectives

- A. Plan Commission should select and form an advisory committee to facilitate a village resident communication plan.
- B. Advisory committee will host public forums to educate village residents about Hatley's boards and the powers that residents have regarding modifications of Hatley's borders.

Policies

- A. Identify residents with knowledge of the boundaries and the regulations surrounding them.
- B. Coordinate meeting dates and times to expedite education of the issue.
- C. Advisory committee will solicit public feedback and assist village residents in communications with the Village Board.

Chapter Eleven

Implementation

The primary reason a community prepares a comprehensive plan is to establish a framework to influence decisions regarding management of growth and regulation of development to maintain the desired community character and to set priorities for public expenditures. To be effective, this plan should be actively used as a tool to guide decisions concerning:

- The implementation and enforcement of regulatory ordinances based on the goals and objectives identified in this plan.
- The development of programs and support systems that further the goals and objectives set forth in this plan.
- The implementation of specific community improvements as identified in the comprehensive plan.
- The establishment and support of a continued planning process providing for periodic review and updates to this plan and other land use control measures.

Implementation Tools

Having the appropriate tools to implement the recommendations in this comprehensive plan is critical. The most common implementation tools are the village official controls or regulatory codes. In particular, the zoning ordinance and subdivision (or land division) regulations comprise the principal regulatory devices used to protect existing development and guide future growth and development as identified in this comprehensive plan. There are also non-regulatory approaches to implementing

the comprehensive plan; these generally involve decisions about how the community will spend its limited funding resources on capital improvements and staffing.

The state planning law requires that by January 1, 2010 certain programs and/or actions that affect land use must be consistent with the locally adopted comprehensive plan.

Zoning Ordinance and Map

Zoning is used to manage and control how land is used and developed. Zoning ordinances typically establish detailed regulations concerning how land may be developed, including allowed uses, setbacks, the density or intensity of development and the height and bulk of building and other structures. Some zoning regulations also address the design of buildings and lots. The general purpose of zoning is to minimize undesirable side effects resulting from development by segregating and/or buffering incompatible uses and by maintaining standards that ensure development will not negatively impact the community's character or environment.

The establishment of zoning districts and the zoning map indicates where specific types of development can and should be located. Zoning districts shown on the zoning map should be coordinated with the land use plan and map. While the zoning map and land use map do not need to directly match at the time the land use map is adopted, the intent is that the land use map will serve as a guide indicating how the

property should eventually be zoned.

However, there may be situations where changing the zoning district boundary makes sense and is in the best interest of the community. If changing the zoning would result in a conflict with the future land use map, the land use map should also be changed. However, the future land use map should only be changed if it does not accurately reflect the community's desired land use pattern. Achieving consistency between zoning and land use designation is also discussed in the Land Use Element.

As discussed below, the comprehensive plan (and future land use map) should be periodically reviewed and updated to adjust for unforeseen changes or events that were not considered at the time the initial plan and land use map were developed.

Subdivision (Land Division) Ordinance

Subdivision regulations serve as an important function by ensuring the orderly development of unplatted and/or undeveloped land. These regulations may set forth reasonable regulations for lot sizes, road access, street design, public utilities, storm water drainage, parks and open space and other improvements necessary to ensure that new development will be an asset. The county subdivision ordinances currently apply in the village.

Official Map

Villages may adopt official maps by ordinance or resolution. These maps may show existing and planned streets, parks, and other facilities. No building permits may be issued to construct or enlarge any building within the limits of these mapped areas.

Capital Improvement Plan (CIP)

This is an ongoing financial planning program that allows local communities to plan ahead for capital expenditures and minimize unplanned expenses. A capital improvement plan consists of a list of proposed projects according to a schedule of priorities over a four-to-six year period. It identifies needed public improvements, estimates their costs and identifies financing methods and sources. Public improvements or expenditures typically considered in a CIP include:

- Public buildings (i.e., fire and police stations)
- Park and trail acquisition and development
- Roads and highways (maintenance and new construction/paving)
- Utility system construction/expansion, treatment plants, water towers, wells, etc.
- Community development projects
- Fire and police protection equipment

A CIP is simply a method of planning for and scheduling expenditures for public improvements over a period of several years in order to maximize the use of limited public funds. Each year the CIP should be reviewed and extended one year to compensate for the previous year that was completed. This keeps the improvement program current and allows for modifications to meet the community's changing needs.

The preparation of a CIP is normally a joint responsibility between the Village Board, Plan Commission, staff, and citizen commissions. The preparation of a CIP may vary from community to community depending on local preferences, the local form of government and available staff. The proposed capital improvement plan should be reviewed in light of the priorities

outlined in the comprehensive plan.

Annual Operating Budget

The village prepares a budget each year, which is a statement of the prioritization and allocation of financial resources to achieve certain objectives over a specific time period. The budget is based on the needs of village residents, priorities set by the Village Board, and the related work plans identified by each department. The budget and the services provided by that budget are instrumental in achieving the goals and objectives of the comprehensive plan.

Plan Adoption, Monitoring and Amendments

While this comprehensive plan is intended to provide a long-term framework to guide development and public spending decisions, it must also respond to the continuous stream of changes that occur in the community and/or region that may not have been foreseen when the plan was initially adopted. It is appropriate that some elements of the plan are rarely amended while others are subject to updating on a more regular basis. Plan maps should also be updated periodically. In general, key maps, such as the future land use map, should be reviewed annually to make sure they are still current. The Village board plans to review the plan every June and December to provide any changes, revisions or updates publically.

Plan Adoption

The first step in implementing this plan involves adoption of the plan by local officials. The formal review and adoption process involves plan review by the Plan Commission (or other planning committee) who must adopt the plan by resolution of majority vote. The Plan Commission

recommendation is forwarded to the Village Board who must adopt the plan by ordinance (of majority vote). A public hearing is required to allow public comment on the ordinance prior to board final action to adopt the plan. Adoption formalizes the plan document as the framework to guide local development decisions over the next 20 years. The adopted plan should also be recognized as a tool for communicating the community's land use policy and goals and objectives regarding coordination of growth and development.

Plan Use, Monitoring and Evaluation

The adopted plan should be used as a tool by the Village of Hatley when making land use and development decisions. Decisions concerning private development proposals, public investments, regulations, incentives and other actions should be consistent with the goals, objectives, policies and recommendations outlined in this plan.

Although this plan describes policies and actions for future implementation, it is impossible to predict the exact future condition of the Village of Hatley. As such, the goals, objectives and actions in this plan should be monitored on a regular basis to maintain concurrence with changing conditions and respond to unanticipated events. The Plan Commission can meet regularly to discuss progress on the goals and objectives of the plan and discuss any issues related to planning or development.

This plan should be evaluated at least every 5 years and updated at least every 10 years. Members of the Village Board, Plan Commission, and any other local decision-making bodies should periodically review the plan and identify areas that might need to be updated. The evaluation should involve first reviewing the goals and objectives to ensure they are still relevant and reflect current community desires.

Then the strategies and actions should be reviewed and refined to eliminate completed tasks and identify new approaches if appropriate. The evaluation should also include an updated timetable of actions to clarify priorities.

Plan Amendments

The Hatley Comprehensive Plan may be amended at any time by the Village Board following the same process described above for initial plan adoption, regardless of how minor the proposed amendment or change. Amendments may be appropriate throughout the lifecycle of the plan, particularly if new issues emerge or trends change. These amendments will typically consist of minor changes to the plan text or maps. Large-scale changes or frequent amendments to meet individual development proposals should be avoided or the plan loses integrity.

As noted above, proposed amendments must be reviewed by the Plan Commission prior to final action and adoption by the Village Board. The public should be notified of proposed Plan changes and allowed an opportunity for review and comment. For major amendments, the village might consider soliciting public opinion through surveys and/or community meetings prior to the official public hearing.

Plan Updates

According to the state comprehensive planning law, comprehensive plans must be updated at least once every ten years. As opposed to the more routine amendments described above, plan updates often involve re-writing of whole sections of the plan document and significant changes to supporting maps. A plan update should include a thorough examination of the community's goals and objectives based on an analysis of current growth trends and major changes that have occurred since the

plan was initially adopted or last amended. Plan updates must be formally adopted following the same procedure described above for initial plan adoption.

The following criteria should be considered when reviewing plan amendments and updates:

- The change is consistent with the overall goals and objectives of the Hatley Comprehensive Plan.
- The change does not create an adverse impact on public facilities and services that cannot be mitigated.
- Development resulting from the change does not create an undue impact on surrounding properties. Such development should be consistent with the physical character of the surrounding neighborhood or would upgrade and improve its viability.
- The change allows a more viable transition to the planned uses on adjacent properties than the current land use.
- The change does not have a significant adverse impact on the natural environment including trees, slopes and groundwater, or the impact could be mitigated by improvements on the site or in the same vicinity.
- There is a change in village actions or neighborhood characteristics that would justify a change.
- The change corrects an error made in the original plan.
- There is a community or regional need identified in the comprehensive plan for

the proposed land use or service.

- The change does not adversely impact any landmarks or other historically significant structures or properties unless mitigated through relocation, commemoration or dedication.

Consistency among Plan Chapters

The State of Wisconsin planning legislation requires that the Implementation element or chapter describe how each of the required elements will be integrated and made consistent with the other elements of the plan. Since Hatley completed all planning elements simultaneously, no known inconsistencies exist. It is noted that some overlap naturally exists between the nine plan elements. Where deemed appropriate, goals, objectives and actions have been repeated under all applicable elements to ensure they do not get “lost”.

Hatley Action Plan

The Village of Hatley developed a Comprehensive Project Action Plan to develop strategies for meeting specific goals laid out in the Comprehensive Plan. Each goal should be addressed within a given time horizon, as well as a desired outcome achieved.

Table 10.1: Village of Hatley Comprehensive Project Action Plan

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	EST. START DATE	EST. DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME
Utilize village website	Village Board	Oct. 2017	N/A	Website, website admins	Ensure that current issues, questions, solutions and other village matters are communicated publicly as they happen
Host public forums separate of village board meetings	Village Board	TBD	TBD	Mtg. location, public communication methods	Engage village residents in an open and ongoing dialogue
Survey village residents	Village Board	TBD	TBD	Print/digital survey tools	Monitor village residents' interests and values on community matters and plans
ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	EST. START DATE	EST. DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME
Contract with a municipality marketing consultant/firm	Village Board	2018	2019	Marketing contractor, necessary funds	Analysis of current marketing state and a marketing solution strategy proposal that will lead to a village marketing strategy with forecasted budget needs.
Establish a village marketing strategy	Village Board & village residents	TBD	2021	Expert analysis of village marketing needs and goals, necessary funds	A focused marketing plan with measurable goals to determine ROI
Establish a village marketing budget	Village Board	TBD	2022	Fund development, marketing strategy recommendations	Identify and allocate funds necessary to execute marketing plan

Establish a village marketing committee	Village Board & village residents	TBD	2020	Ongoing participation of residents and board	A dedicated team of people committed to developing, executing and monitoring a marketing strategy
ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	EST. START DATE	EST. DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME
Communicate value of D.C. Everest elementary school to residents	Village Board in partnership with school district	2018	Ongoing	Newsletter, website and other communication channels	Ongoing engagement to showcase the school's value to the community
Communicate with D.C. Everest school district regularly	Village Board	2018	Monthly	Unknown	Understand school challenges and needs that the village can assist with and vice versa
Utilize value of D.C. Everest elementary school in external village marketing messaging	Village Board & Village Marketing Committee	2020	Ongoing	Marketing strategy and tactics	Recruit new village residents
ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	EST. START DATE	EST. DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME
Enforce private property maintenance ordinances	Village Board	2017	Ongoing	TBD by Village Board	Regular property maintenance and improvement
Publish village ordinances on website	Village Board	2017	Ongoing	Village website	Easier and convenient access to ordinance information
Communicate and advocate for neighbor-to-neighbor maintenance accountability	Village Board & village residents	2018	Ongoing	Newsletter, website and other communication channels	Peer-to-peer system of property beauty accountability
Establish a community group dedicated to beautification	Village Board & village residents	2019	Ongoing	Ongoing participation of residents and board	The group can create beautification and community engagement projects, communicate maintenance standards and advocate for

ACTION STEP DESCRIPTIONS	PARTY / DEPT RESPONSIBLE	EST. START DATE	EST. DATE DUE	RESOURCES REQUIRED (staff, tech, etc.)	DESIRED OUTCOME
Create a local parks committee to lead improvement efforts	Village Board & village residents	2020	Ongoing	Ongoing participation of residents and board	A dedicated team of people committed to developing, executing and monitoring a parks and rec. strategy
Market parks and rec. opportunities to businesses	Village Board & village residents	2017	Ongoing	Newsletter, website and other communication channels	Improve business development opportunities
Invite residents or businesses to donate or purchase land	Village Board & village residents	2018	As needed	Ongoing participation of residents and board	New business and recreational development
Investigate grants or other government funding	Village Board	2018	Ongoing	Ongoing participation of Village Board	Funding of parks and recreation projects
Add signage for parks and rec. promotion	Village Board	2019	2022	Ongoing participation of residents and board and funding	Promote current and future features and benefits

Appendix A

Public Participation Plan

Village of Hatley Public Participation Plan (PPP)

The Village of Hatley recognizes the importance of public participation in the planning process. As such, a goal during the comprehensive planning process will be to inform and involve the public in the planning process.

I. Plan Development:

Throughout the plan process, a comprehensive plan steering committee consisting of citizens and officials will provide oversight for the update of the Comprehensive Plan.

The public participation plan will incorporate the following:

1. All meetings for the planning process will be posted and open to the public.
2. The Village will solicit input from residents of the Village through mediums such as utility bill mailings, the village website, a citizen survey, and/or the Community Shopper.
3. Plan related materials will be available at the Village Hall or library for review by the public.
4. The draft plan and maps will be available on a website for review by the public.
5. A public hearing will be held to solicit comment from the public.
6. The Comprehensive Plan will be distributed as outlined in state statute.

The Plan Commission will review and recommend adoption of the Comprehensive Plan to the Village Board.

II. Implementation, Evaluation & Update:

The Comprehensive Plan will be used as a general guideline for development in the Village. The plan will support the use of zoning and other regulations that the Village has or will have in place.

As with all plans, it is critical for the Comprehensive Plan to be maintained and updated on a regular basis to keep it current as things change.

Any planning process is subject to change, and this public participation plan is no different. Over the planning period the process may vary from that presented.

Appendix B

Plan Resolution

VILLAGE OF HATLEY PLAN COMMISSION RESOLUTION

RESOLUTION #2018-1

Village of Hatley, Marathon County, Wisconsin.

The Plan Commission of the Village of Hatley, by this resolution, adopted on proper notice with a quorum and by a roll call vote of a majority of the Village Plan Commission present to recommend to the Village Board as follows:

Adoption of the Village of Hatley Comprehensive Plan, including all maps and other materials attached to the Comprehensive Plan. *

The Plan Commission, by this resolution, further resolves and orders as follows:

The vote of the Village Plan Commission in regard to this resolution shall be recorded in the official minutes of the Plan Commission.

Adopted this 18th day of January 2018.

Signatures of Plan Commission members:



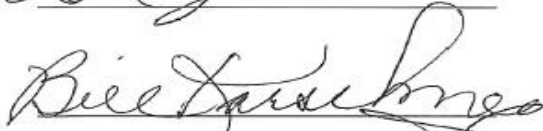












* With the addition of a quarterly plan review agenda item on the village board meeting agenda. This will occur until the next comprehensive plan is adopted.

Appendix C

Plan Ordinance

COMPREHENSIVE PLAN ORDINANCE

ORDINANCE # 2018-05

Village of Hatley, Marathon County, Wisconsin

SECTION I – TITLE/PURPOSE

The title of this ordinance is the Village of Hatley Comprehensive Plan Ordinance. The purpose of this ordinance is for the adoption of a comprehensive plan as required under s. 66.1001 (4) (c), Wis. stats.

SECTION II – AUTHORITY

The Village Board has authority under Wisconsin statutes to adopt this ordinance. The comprehensive plan is in compliance with s. 66.1001 (4) (c), Wis. stats.

SECTION III – ADOPTION OF ORDINANCE

The Village Board, by this ordinance, adopted on proper notice with a quorum and roll call vote by a majority of the board present and voting, provides the authority for the Village of to adopt its comprehensive plan under s. 66.1001 (4), Wis. stats., and provides the authority for the Village Board to order its publication.

SECTION IV – PUBLIC PARTICIPATION

The village board has previously adopted written procedures designed to foster public participation in every stage of the preparation of a comprehensive plan as required by s. 66.1001 (4) (a), Wis. stats.

SECTION V – PLAN COMMISSION RECOMMENDATION

The Plan Commission by a majority vote of the entire commission, recorded in its official minutes, has adopted a resolution recommending to the Village Board the adoption of the Village of Hatley Comprehensive Plan, which contains all of the elements specified in s. 66.1001 (2), Wis. stats.

SECTION VI – PUBLIC HEARING

The Village has held at least one public hearing on the Comprehensive Plan with notice in compliance with the requirements of s. 66.1001 (4) (d), Wis. stats.

SECTION VII – ADOPTION OF COMPREHENSIVE PLAN

The Village Board by the enactment of this ordinance, formally adopts the document entitled Village of Hatley Comprehensive Plan Ordinance under pursuant to s. 66.1001 (4) (c), Wis. stats.

Appendix C

Plan Ordinance

SECTION VIII – SEVERABILITY

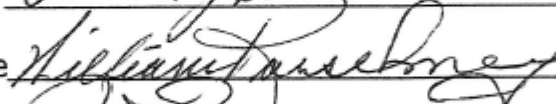
If any provision of this ordinance or its application to any person or circumstance is held invalid, the invalidity does not affect other provisions or applications of this ordinance that can be given effect without the invalid provision of application, and to this end, the provisions of this ordinance are severable.

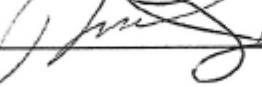
SECTION IX – EFFECTIVE DATE

This ordinance is effective on publication or posting.

Adopted this 8th day of May 2018.

David J Narloch, President 

William Karschney, Trustee 

Peter Holdridge, Trustee 

Attest:

Joan Wawrzaszek, Clerk 

Appendix D

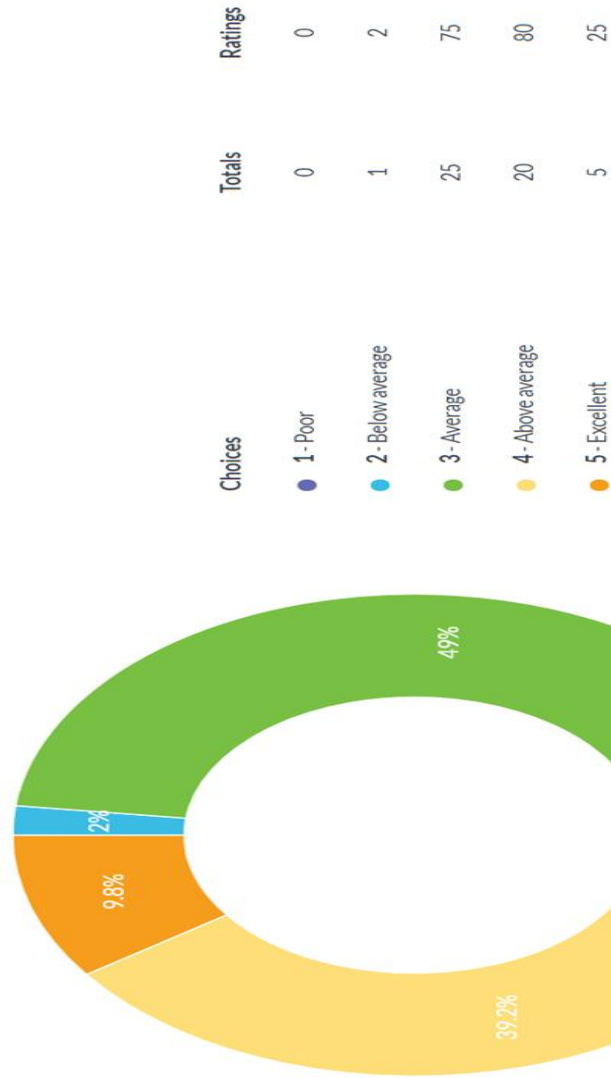
Comprehensive Planning Survey

Results

Q1 How would you rate the quality of life in the Village of Hatley?

Rating

Q1

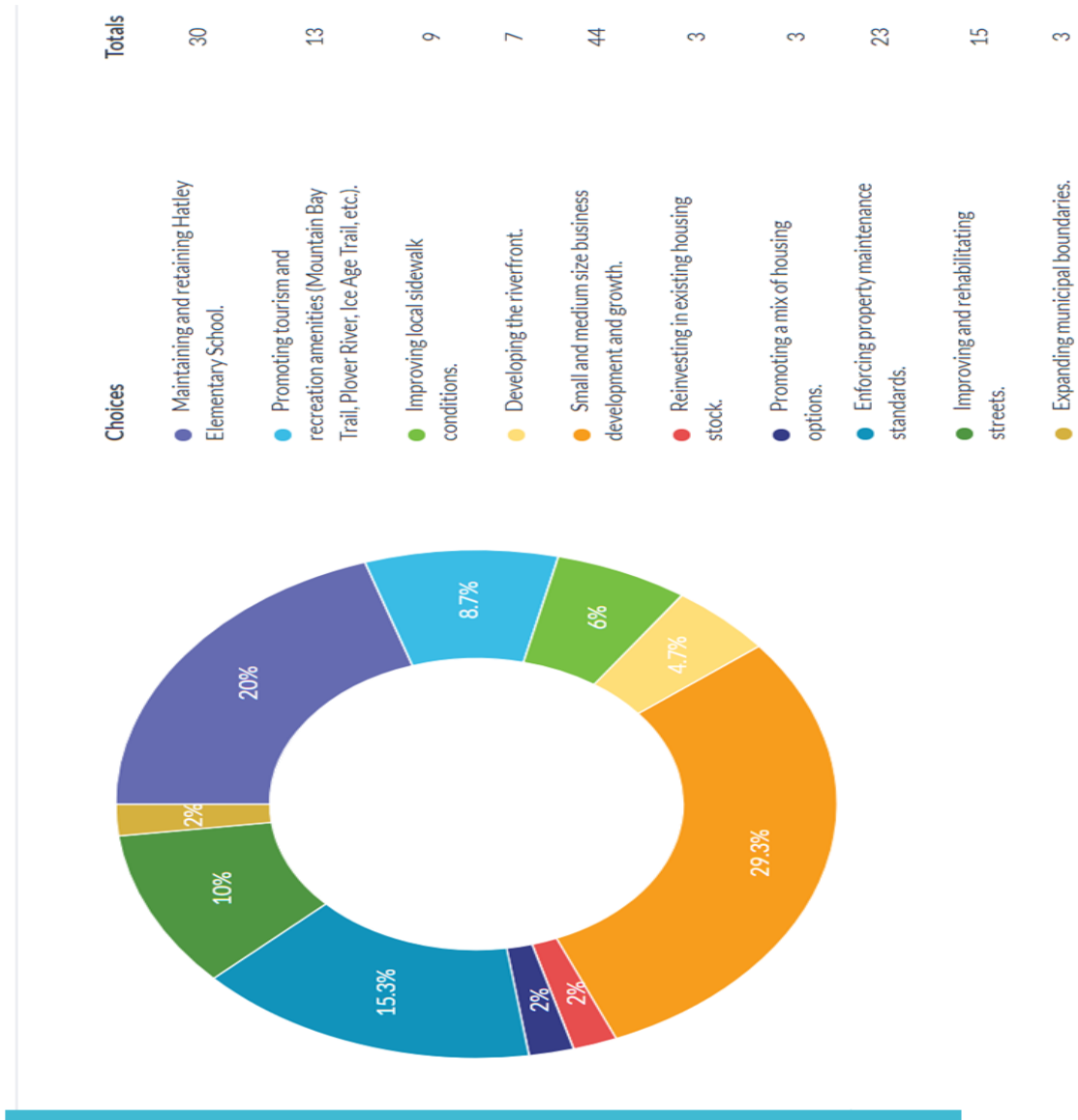


Appendix D

Comprehensive Planning Survey

Results

Q5 Which of the following issues are the most important facing Hatley in the next 5 years? (choose three)
Multiple Choice



Appendix D

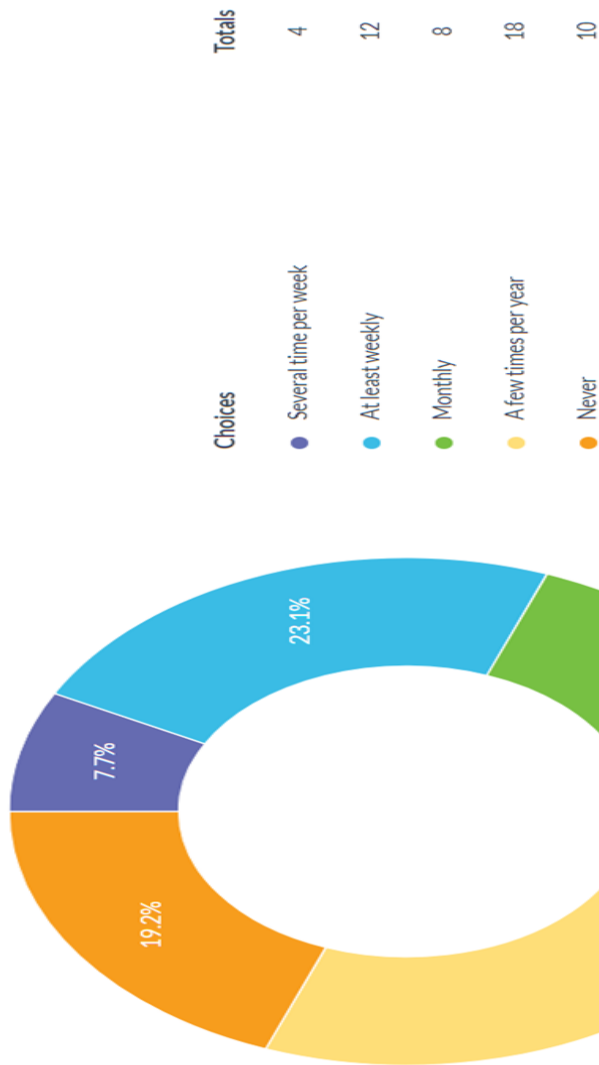
Comprehensive Planning Survey

Results

Q8 How often do you visit the parks in Hatley?

Multiple Choice

Q8



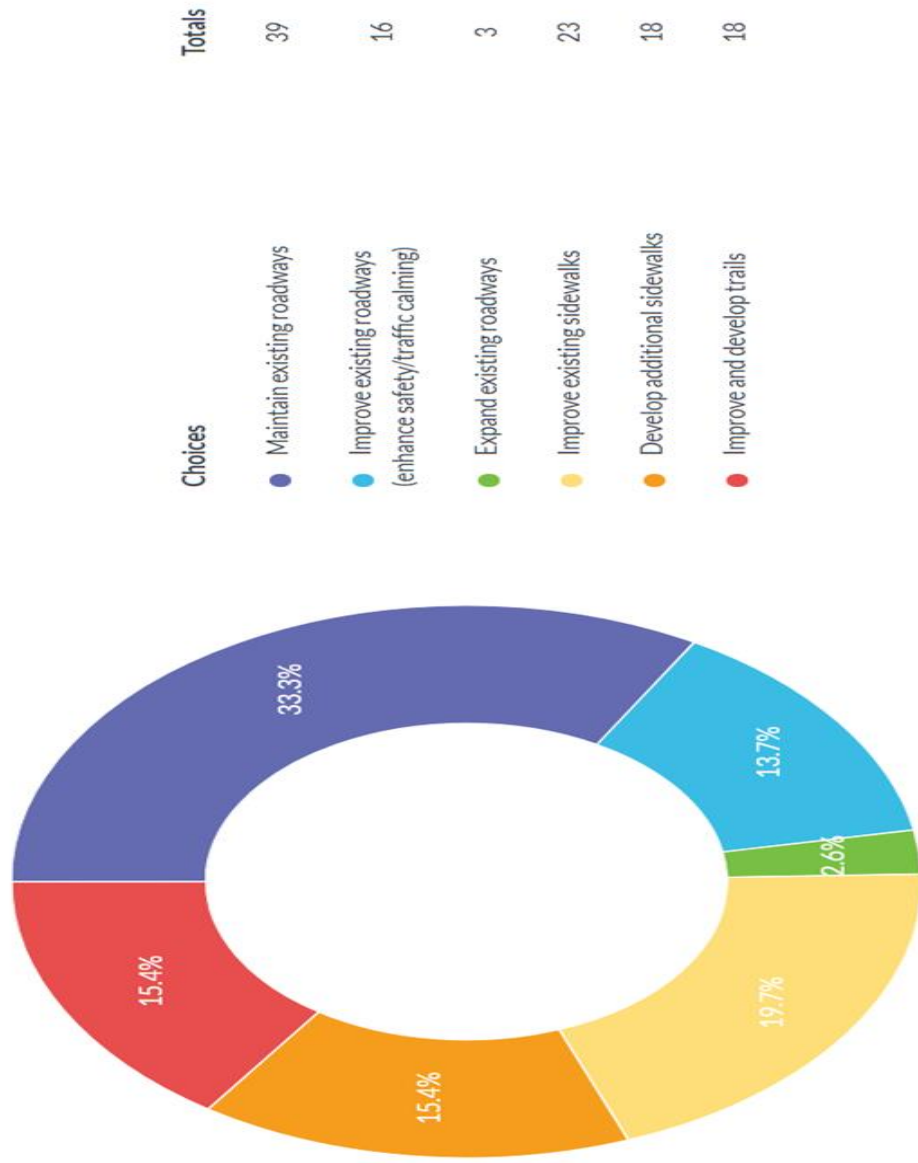
Appendix D

Comprehensive Planning Survey

Results

Q11 Which of the following transportation investments are the most important to you in the next 5 years? (choose three)

Multiple Choice



Appendix D

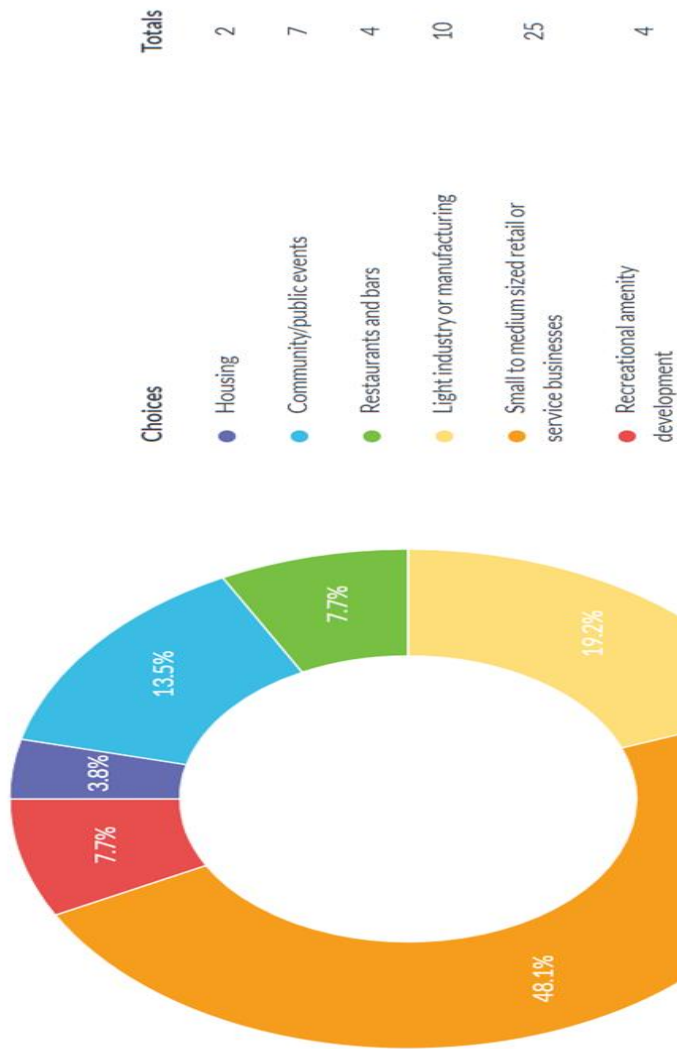
Comprehensive Planning Survey

Results

Q15 What elements will provide the greatest opportunity for the future of a vibrant Hatley? (choose one)

Multiple Choice

Q15



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Village of Hatley
Comprehensive Plan
2018